

U.S. ARMY KOREA

INSTALLATION MANAGEMENT COMMAND

The US Army Korea Media Center is a breakthrough internet portal aimed specifically at communicating Army themes, messages and information to a world-wide military audience. By leveraging the collective value of social networking sites to share Army videos, photos, news and information, the Media Center can tell the Army story to a larger, more engaged and wider dispersed audience than ever before.

Enter the US Army Media Center today and discover what the future holds for Army news and information distribution.



MEDIA CENTER

<http://imcom.korea.army.mil>

2008 MG Keith L. Ware Journalism Awards Competition
Nomination for Outstanding Initiatives in New Media (Print Category U)

Organization: Installation Management Command - Korea
Significant Contributors: Mr. Edward N. Johnson, Ms. Sue Silpasornprasit, Mr. R. Slade Walters

2008 MG Keith L. Ware Journalism Awards Competition Nomination

Entry Title.....IMCOM-Korea Media Center

OrganizationIMCOM-Korea, PAO

Category.....Print & Web: U

Significant ContributorsMr. Edward N. Johnson

Ms. Sue Silpasornprasit

Mr. R. Slade Walters

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DEPARTMENT OF THE ARMY
US ARMY INSTALLATION MANAGEMENT COMMAND
KOREA REGION
UNIT 15742
APO AP 96205-5742

REPLY TO
ATTENTION OF

IMKO-PA

27 December 2008

MEMORANDUM FOR Headquarters, Office of the Chief of Public Affairs, 1500 Army Pentagon, Washington, DC 20310-1500

SUBJECT: Letter of Endorsement for the 2008 MG Keith L. Ware Journalism Awards Competition (KLW), Print Category U: Outstanding Initiatives in New Media

1. I strongly endorse the IMCOM-Korea Public Affairs Office 2008 KLW entry for Outstanding Initiatives in New Media.
2. The IMCOM-Korea Media Center serves as a new media communications model for other commands to follow. Its success in telling the Army story to a world-wide audience is a direct result of the tenacity, hard work and creative talent this team brings to the Public Affairs community.
3. The IMCOM-Korea Media Center represents the most comprehensive and effective set of web-based communication tools available to units and commanders in the Army today and the team responsible for its development is truly deserving of recognition by the Office of the Chief of Public Affairs and the Department of the Army.


JOHN UBERTI
Brigadier General, USA
Commanding

Background and Overview

Soldiers, Families and Department of the Army Civilians now have a breakthrough Internet resource for obtaining news and information about U.S. Army Installations across the Korean peninsula.

With the launch of the U.S. Army Korea Media Center, Installation Management Command — Korea Region established a one-stop online resource for sharing news, photos, videos, and military reference material with a world-wide military audience. (Figure 1)

The Media Center is a modular gateway to the official IMCOM-Korea website, the online version of the Morning Calm command information newspaper and a host of new-media information sharing and social networking sites that are becoming an increasingly popular way for people to obtain news and information online.

The Media Center's purpose is to tell the Army story in Korea while also enticing viewers to visit the official IMCOM-Korea Region website. As such, the Media Center is composed of a myriad of social networking outlets designed to ensure that the widest audience possible has access to the Command's news and information. In addition to the unique command information found on each social networking module, each module provides a standardized set of Army themes and messages as well as a series of links that interconnect each module with the Command's official website. (Figure 2)

The Media Center is composed of the following social networking and media sharing modules: *YouTube*, *Flickr*, *MySpace*, *Photobucket*, *Facebook*, *Dailymotion*, *Google*, *AOL*, *Yahoo*, *Break*, *Delicious*, *Wikipedia*, *Blurb*, and *Twitter*.

"The Media Center truly revolutionizes the way we share command information with our community, newcomers and the world. Now, for the first time, the global military community has instant access to photos, videos, news and information about Army life in Korea - whenever and wherever they want it," said Edward Johnson, IMCOM-K Public Affairs Officer.

The Media Center provides instant access to IMCOM-Korea commercial video channels offering on-demand access to current events, newcomer, cultural and historical videos.

"Since the launch of IMCOM-Korea's official *YouTube* channel, our videos have been viewed more than 300,000 times and we are averaging about 5000 views every single day," said Johnson. "This is significant because we are reaching a larger audience than ever before, at essentially no additional cost to the taxpayer."

Profiles on social networking sites *Facebook* and *MySpace* also help to showcase IMCOM-Korea to the rapidly growing user base of those extremely popular sites while allowing users to share infor-

mation about the U.S. Army in Korea with their friends and family.

"One of the goals of the Media Center is to raise awareness about the ongoing transformation in the Republic of Korea, which has resulted in significant quality of life improvements for those thinking about taking an assignment here," said Johnson. "The friends we are making on these social networking sites are helping us to tell our story by sharing it with other members of the online community."

In addition to *Facebook* and *Myspace*, IMCOM-Korea also publishes links to *delicious.com*. According to the their web site, "*Delicious* is a social bookmarking service that allows users to tag, save, manage and share web pages from a centralized source. With emphasis on the power of the community, *Delicious* greatly improves how people discover, remember and share on the Internet."

By using *Twitter*, IMCOM-K provides brief, regular updates, called tweets, about late-breaking news or ongoing events. *Twitter* describes itself as, "... a service for friends, family, and co-workers to communicate and stay connected through the exchange of quick, frequent answers to one simple question: What are you doing?"

"Our social networking initiatives are aimed at making it easier for the military audience we serve to stay informed and access the news they need with a simple click of the mouse," said Johnson.



US Army Korea Media Center Social Networking Modules

YouTube

BREAK.COM

Dailymotion

facebook



flickr

twitter

myspace
a place for friends

photobucket

FIGURE 1: The U.S. Army Korea Media Center consists of a wide variety of popular new media and social networking modules (above)

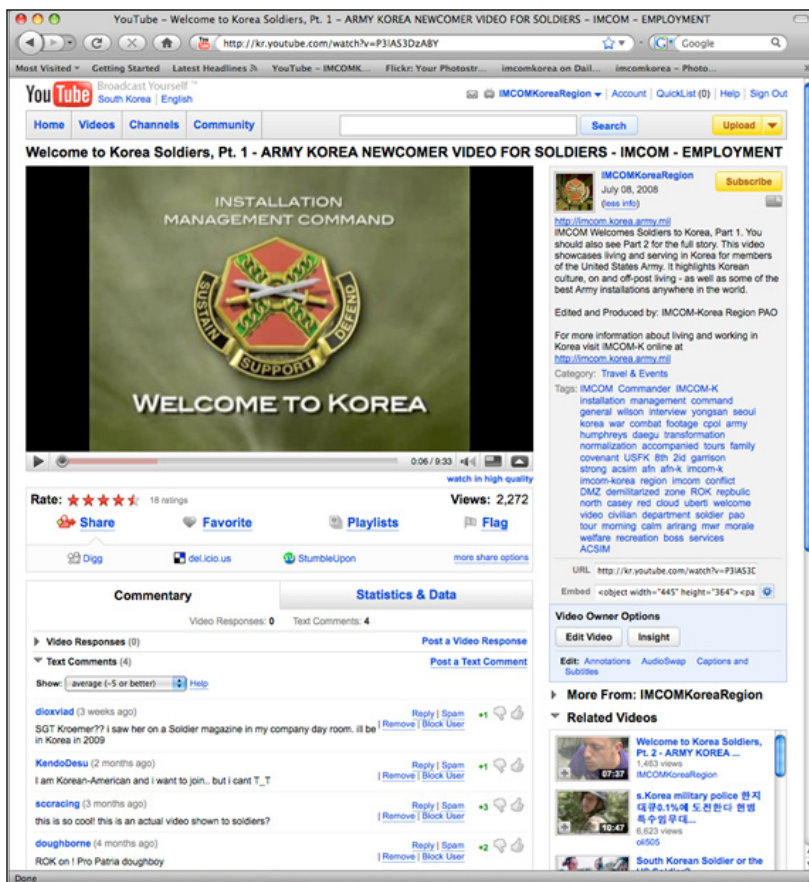


FIGURE 2: All content hosted on U.S. Army Korea Media Center contains prominent links to the IMCOM-Korea official website and other social networking modules. The purpose of these links is to draw traffic back to the Command's official website by providing a network of links between all of the US Army Korea Media Center modules and official web pages.

"It is also important to understand that our work on the Media Center is not being done at the expense of our traditional communications. Instead, it complements and enhances the things we have always done in print and broadcast — giving us a whole new toolbox to work from."

In addition to media sharing and social networking, the Media Center also provides links to IMCOM-Korea reference material at sites like *Wikipedia* and ensures that those sites provide complimentary links back to the Media Center's entire set of social networking modules.

"The Media Center's success in sharing information on a global scale comes from the fact that we specifically sought out an all-inclusive solution to our media sharing needs," said Johnson. "If we really want to reach a global audience, we need to treat sites like *Wikipedia* and *YouTube* as individual modules of a much larger overall information network. By doing so, the aggregate sum of those modules gives us the ability to communicate across the entire demographic and psychographic spectrum of our potential audience."

"Online search tools like *Google* and *AOL* have made *Wikipedia* one of the most widely used web-based reference tools. Because anyone can set up and edit *Wikipedia* articles, it is important for organizations to take an active role to ensure that the information presented on *Wikipedia* is factual and accurate," said Johnson. "*Wikipedia* has helped to educate the world about who we are and what we do."

On *Flickr* and *Photobucket*, both popular photo sharing sites, IMCOM-

Korea makes thousands of photos available for download — including all of the photos that appear in the *Morning Calm Weekly* command information newspaper.

"The IMCOM-Korea *Flickr* site adds another dimension to the stories we bring our audience every week. Readers of our newspaper can now delve into the next layer of the story, beyond what was published, and view, download and share photos from the events that matter to them," said Susan Silpasornprasit, senior editor of the *Morning Calm Weekly*. "Our *Flickr* site is also a valuable tool for us to gauge what our readers are interested in, based on the number of views recorded on particular types of photos." In addition to serving as an online companion to the newspaper, *Flickr* also allows others to download and share images from the *Morning Calm* archive. This feature greatly expands the Command's ability to distribute information by harnessing the audience as part of our overall media distribution network.

Developed within the past six months as a local initiative by members of the IMCOM-Korea Public Affairs Office, the U.S. Army Korea Media Center has rapidly positioned IMCOM-Korea as a key distributor of news, photos, videos, and military reference material to a worldwide military audience.

"In the past, if someone were to search popular content distribution sites like *YouTube* or *Flickr* for information about the U.S. Army in Korea, they would have found very little," said Johnson. "Today, they will find literally thousands of photos, videos, news stories and links leading them back to our official website."

To learn more about the U.S. Army Korea Media Center or its various content distribution modules, visit it online at <http://imcom.korea.army.mil>

Media Center Modules

The U.S. Army Korea Media Center has an established and highly visible presence on the following content sharing, social networking and media distribution outlets:

Media Center Main Page

<http://imcom.korea.army.mil>

Video Modules

www.youtube.com/imcomkorearegion
www.youtube.com/warinkorea
www.youtube.com/koreaculture
www.break.com/imcomkorea
www.dailymotion.com/imcomkorea

Photo/Video Modules

www.flickr.com/imcomkorea
<http://www.photobucket.com/imcomkorea/>

Social Networking Modules

www.facebook.com
www.myspace.com/imcomkorea
<http://en.wikipedia.org>
<http://delicious.com/imcomkorea>
<http://twitter.com/imcomkorea>



FIGURE 3: www.youtube.com/imcomkorearegion video channel

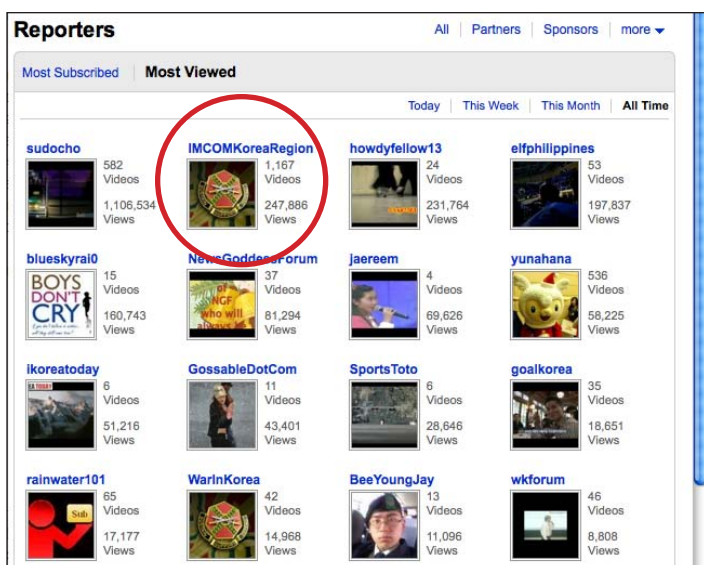


FIGURE 4: IMCOM-Korea's primary YouTube channel is currently rated as the second most popular (all-time) "Reporter" channel for the Republic of Korea.

Media Center Modules

The U.S. Army Korea Media center consists of the following new media information and social networking modules:



URL(s):

www.youtube.com/imcomkorearegion
 www.youtube.com/warinkorea
 www.youtube.com/koreaculture
 www.youtube.com/usaghumphreys
 www.youtube.com/usagdaegu
 www.youtube.com/usagredcloud

Established: July 6, 2008
 Daily Views: 5,000+
 Total Videos Uploaded: 1,150+
 Total Video Views: 350,000+

Advantages: Large world-wide audience base
 Disadvantages: Not available on most DoD networks
 Video length limit (10 minutes)

Description: *YouTube* serves as the U.S. Army Korea Media Center's flagship video distribution module. (Figure 3)


All of the above listed channels were created by the IMCOM-Korea Region Public Affairs Office. The Command's primary channel is currently rated by *YouTube* viewers as the second most popular "Reporter" channel in Korea. (Figure 4)

A multi-phased approach was taken to create, market and sustain IMCOM-Korea's *YouTube* presence. The first phase consisted of developing each channel's branding and creating and uploading an initial collection of video products related to IMCOM-Korea. In the second phase, IMCOM-Korea broadened its audience base by uploading Army-related video segments from around the world. Phase two was executed as a deliberate effort to position the channel as a dominate source for Army video content and expand the audience base beyond those currently stationed in Korea. The final phase of channel development consists of moderating channel/video comments and sustaining the channels by continuing to add military-related video content from the U.S. Army in Korea. (Figure 5)

In addition to the www.youtube.com/imcomkorearegion channel, the IMCOM-K PAO team established the following channels to indirectly promote Korea as an "Assignment of Choice":

www.youtube.com/warinkorea (Figure 6)
 www.youtube.com/koreaculture (Figure 7)

All videos produced by IMCOM-K PAO open and close with an identification bumper directing viewers to visit the IMCOM-K official website. Additionally, a similar bumper is used to promote these channels via a series of TV promotional spots. (Figure 8)



IMCOMKoreaRegion

Channel Views: 6,686
Videos Uploaded: 1,203
Video Views: 300,283
Favorites: 60

YouTube stats: as of 12/30/08

[change](#)

To learn more about living and serving with the US Army in Korea, visit us online at:
<http://imcom.korea.army.mil>

Army photos from Korea are available at:
<http://www.flickr.com/imcom...>


Korean War combat footage is available at:
<http://www.youtube.com/vwar...>

We welcome comments and discussion about our videos, but we do ask that you follow a few guidelines when posting comments:

1. Keep it clean: No profanity.
2. No personal attacks or derogatory remarks.
3. No spam.


Name: **US Army**

To learn more about opportunities to serve in the Land of the Morning Calm visit the Installation Management Command - Korea Region (IMCOM-K) official web site at: <http://imcom.korea.army.mil>

Country: **South Korea** 

Occupation: **United States Army**

Website: <http://imcom.korea.army.mil>

 **#7 - Most Subscribed (All Time) - Reporters - South Korea**

#6 - Most Viewed (Today) - Reporters - South Korea

#3 - Most Viewed (This Week) - Reporters - South Korea

#4 - Most Viewed (This Month) - Reporters - South Korea

#2 - Most Viewed (All Time) - Reporters - South Korea

[\(less\)](#)

FIGURE 5: IMCOM-Korea's primary YouTube channel contains 1,200+ Army news and information videos and is currently rated the second most popular "Reporter" channel for Korea (above).

In addition to hosting originally created content, the IMCOM-K YouTube channel also utilizes the "Favorites" box (lower right) to display and promote other IMCOM and U.S. Army YouTube channels and video content.

Commenting on IMCOM-K YouTube channels is allowed and encouraged. Guidelines for commenting are posted on the channel's main page. The IMCOM-K PAO monitors and disables or disapproves comments as needed (upper right).

YouTube - Manchu Mile: 2-9 Soldiers march for honor - US Army Korea - 2ID - Infantry


http://kr.youtube.com/watch?v=rdeG_UjTc8w&feature=channel_page

Most Visited Getting Started Latest Headlines YouTube - IMCOMK... Flickr: Your Photostr... imcomkorea on Dailymotion YouTube - Manchu Mile: 2-9 S...

YouTube Broadcast Yourself™ South Korea | English (0) IMCOMKoreaRegion Account QuickList (0) Help Sign Out

Home Videos Channels Community Search Upload

Manchu Mile: 2-9 Soldiers march for honor - US Army Korea - 2ID - Infantry



1LT Raven Donaldson Participant

Rate: ★★★★★ 2 ratings Views: 316

Share Favorite Playlists Flag

Digg del.icio.us StumbleUpon Send this video as a greeting card

Commentary Statistics & Data

Video Responses: 0 Text Comments: 2 Post a Video Response Post a Text Comment

Show: average (-5 or better) Help

puppi68 (2 weeks ago)
that's my husband...love him

cOOLray13 (2 weeks ago)
which soldier is your husband?

View all 2 comments

Transferring data from ash-v630.ash.youtube.com...

IMCOMKoreaRegion
December 04, 2008
(less info)
<http://imcom.korea.army.mil>

To learn about living and serving with the US Army in Korea, visit us online at <http://imcom.korea.army.mil>

See the latest photos of the US Army in Korea online at <http://www.flickr.com/imcomkorea>

About this video: Every unit in the Army has its own history and traditions, and Soldiers of those units take pride in honoring them.

Category: News & Politics

Tags: us army 2id infantry manchu mile case camp using red cloud road march south korea dmz rok soldier warrior

URL http://kr.youtube.com/watch?v=rdeG_UjTc8w


Embed `<object width="445" height="364"><pa`

Video Owner Options
Edit Video Insight
Edit Annotations AudioSwap Captions and Subtitles


More From: IMCOMKoreaRegion

- AFN-Korea: 2-9 troops train as OPFOR - Armed Fo... 27 views IMCOMKoreaRegion
- US Army Korea: 2nd Infantry Division Soldiers c... 284 views IMCOMKoreaRegion
- Sergeant Major of the Army Visits Area I - US A... 109 views IMCOMKoreaRegion
- US Army Korea: Infantry troops prepare for the ... 386 views IMCOMKoreaRegion
- USFK: Manchu Mile - Armed Forces Network AFNK ...

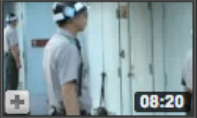
Favorites (60)




TOUR OF DUTY (Pt. 1) USAG-Humphr...
4 months ago
5,029 views
USAGHumphreys
★★★★★




TOUR OF DUTY (Pt. 2) USAG-Humphr...
4 months ago
1,756 views
USAGHumphreys
★★★★★




TOUR OF DUTY (Pt. 3) USAG-Humphr...
4 months ago
1,565 views
USAGHumphreys
★★★★★



Dynamic Korea - rich culture, gr...
2 months ago
343 views
koreaculture
★★★★★



Taekwondo in Seoul, Republic of
6 days ago
226 views
koreaculture
★★★★★



Fantasy Korea - Korean Tourism O...
1 week ago
72 views
koreaculture
★★★★★

The screenshot displays the YouTube channel page for 'WarInKorea'. The channel's profile includes a logo, a description, and statistics. The main content area features a grid of video thumbnails with titles, durations, view counts, and upload dates. The videos are categorized into 'Videos (42)', 'Favorites (36)', and 'Subscriptions (14)'.

WarInKorea Channel Information:

- Channel Name:** WarInKorea
- Beat:** Local News
- Joined:** July 01, 2008
- Last Sign In:** 2 minutes ago
- Videos Watched:** 679
- Subscribers:** 34
- Channel Views:** 2,164

Channel Description:

This Channel is dedicated to historical information related to the Korean War and the reconstruction that followed.

Today Korea is an extremely modern country, top tourist destination, and home to some of the very best U.S. Army Garrisons found anywhere in the world.

For information about serving in Korea as a U.S. Soldier or Department of the Army Civilian, visit: <http://imcom.korea.army.mil>

To view photos from the U.S. Army in Korea visit our image archive at <http://www.flickr.com/imcom...>

To join our U.S. Army Korea social network visit <http://www.myspace.com/imco...>

Connect with WarInKorea:

- [Send Message](#)
- [Share Channel](#)
- [Add to iGoogle](#)

Videos (42):

- Combat Bulletin 109 Pt. 2 - KORE...** (05:07, 4 months ago, 229 views)
- RECONNAISSANCE TANK MISSION** (07:05, 4 months ago, 229 views)
- Combat Bulletin 109 Pt. 1 - KORE...** (07:36, 4 months ago, 314 views)
- ARMY in ACTION EPISODE X** (06:32, 4 months ago, 711 views)
- Korean War (Part 3): The Big Pic...** (09:40, 4 months ago, 592 views)
- ARMY in ACTION Pt. 2: The Cobra ...** (08:56, 4 months ago, 766 views)
- ARMY in ACTION Pt. 1: The Cobra ...** (06:25, 4 months ago, 466 views)
- KOREAN WAR: Combat Bulletin** (09:06, 4 months ago, 884 views)
- FIRE (Part 1): Artillery Action ...** (06:25, 5 months ago, 466 views)
- FIRE (Part 2): Artillery Action ...** (07:25, 5 months ago, 464 views)

Favorites (36):

- Welcome to Korea Civilian, Pt. 1...** (09:10, 5 months ago, 1,348 views)
- Welcome to Korea Civilian, Pt. 2...** (08:09, 5 months ago, 804 views)
- Welcome to Korea Soldiers, Pt. 1...** (09:33, 5 months ago, 2,539 views)

Subscriptions (14):

- [soldiersm...](#)
- [IMCOMKore...](#)
- [afnkorea](#)
- [USAGHumph...](#)
- [DODvClips](#)
- [MNFIRAQ](#)

FIGURE 6: IMCOM-Korea's "warinkorea" YouTube channel contains a variety of combat footage from the Korean War. The purpose of this channel is to dispel myths about what it is like to serve a tour of duty in Korea today, by comparing and contrasting the war-time years with modern Korea. Most of the footage contained on this channel was provided to IMCOM by the U.S. National Archives.

The screenshot displays the YouTube channel page for 'koreaculture'. The channel's profile includes a logo, a 'REPORTER' badge, and a description stating it is dedicated to the beautiful sights and sounds of the Republic of Korea. It also mentions support from the U.S. Army Installation Management Command Korea Region (IMCOM-K) and provides links to their website and Flickr page. The channel has 100 videos watched, 10 subscribers, and 869 channel views.

The 'Videos (9)' section features a grid of video thumbnails with titles, durations, and view counts. The videos include:

- Taekwondo in Seoul, Republic of Korea** (02:04, 227 views, 6 days ago)
- Sparkling Trip to Korea - Korea ...** (05:55, 38 views, 1 week ago)
- See You In Korea - Korean Touris...** (05:15, 53 views, 1 week ago)
- Journey to Korea - Korean Touris...** (07:28, 26 views, 1 week ago)
- Fantasy Korea - Korean Tourism O...** (04:24, 72 views, 1 week ago)
- Korean Tourism & Culture - Korea...** (05:45, 57 views, 1 week ago)
- 63 Building Seoul Korea - Sky Ar...** (01:48, 165 views, 2 months ago)
- Korean Professional** (01:15, 138 views, 2 months ago)
- Dynamic Korea - rich culture, gr...** (05:39, 343 views, 2 months ago)

The 'Favorites (19)' section shows a grid of video thumbnails with titles, durations, and view counts. The videos include:

- Planet B-boy: Korea - DVD** (02:34, 686,699 views, 8 months ago)
- Free Hugs In KOREA** (04:21, 2,057,012 views, 2 years ago)
- South Korea Tourism Video** (07:13, 23,121 views, 1 year ago)
- Arlirang - A tribute to Korea** (00:58, 00:58, 00:58)
- TOUR OF DUTY (Pt. 1) USAG-Humphr...** (07:42, 07:42, 07:42)
- TOUR OF DUTY (Pt. 2) USAG-Humphr...** (05:47, 05:47, 05:47)

The 'Connect with koreaculture' section provides options to send a message, share the channel, block the user, add as a friend, and add to iGoogle. The channel's website is listed as <http://kr.youtube.com/koreaculture>.

FIGURE 7: IMCOM-Korea's "koreaculture" YouTube channel contains a variety of tourism videos showcasing the cultural sights and sounds associated with the Republic of Korea. The purpose of this channel is to provide viewers with information about off-post attractions and the promote the overall high quality of life available for those serving with the U.S. Army in Korea.

YouTube - Taekwondo in Seoul, Republic of Korea

http://kr.youtube.com/watch?v=v7exqP0siAk&feature=channel_page

Most Visited Getting Started Latest Headlines YouTube - IMCOMK... Flickr: Your Photostr... imcomkorea on Dail... imcomkorea - Photo...

YouTube Broadcast Yourself™ South Korea | English (0) IMCOMKoreaRegion Account QuickList (0) Help Sign Out

Home Videos Channels Community Search Upload

Taekwondo in Seoul, Republic of Korea

U.S. ARMY KOREA
INSTALLATION MANAGEMENT COMMAND

MEDIA CENTER
http://imcom.korea.army.mil

0:02 / 2:04 watch in normal quality

Rate: ★★★★★ 11 ratings Views: 227

Share Favorite Playlists Flag

Digg del.icio.us StumbleUpon more share options

Send this video as a greeting card

Commentary **Statistics & Data**

Video Responses: 0 Text Comments: 2

► Video Responses (0) Post a Video Response

▼ Text Comments (2) Post a Text Comment

Show: average (~5 or better) Help

Kogamja78 (4 days ago) Reply | Spam
Nice video! Have a good time in Korea U.S. soldiers, airmen, seamen, and marines! (I served at ROK-US CFC; I'm a Korean guy)

freelonelyguy (5 days ago) Reply | Spam
Thank you for sharing.

[View all 2 comments](#)

Comment on this video Post a Video Response

More From: koreaculture

- Sparkling Trip to Korea - Korea Tourism Organiz...**
38 views koreaculture 05:55
- See You In Korea - Korean Tourism Organization**
53 views koreaculture 05:15
- Journey to Korea - Korean Tourism Organization**
26 views koreaculture 07:28
- Fantasy Korea - Korean Tourism Organization**
72 views koreaculture 04:24
- Korean Tourism & Culture - Korea Sparkling 2007**

Related Videos

- Andrey Pasechnyk Bulgarian qualifying tournament**
768 views itfukraine 03:45
- Japanese Shoppers Flock to South Korea**
208 views NDTV 02:00
- Final Level Movie Teaser**
23 views EternalEyeEntertain 01:28
- Kyle Kahanul**
270 views nokanet 00:48
- Round House Kick, Taekwondo, Karate, Muay**

Transferring data from v4.cache6.googlevideo.com...

FIGURE 8: All videos produced by IMCOM-K PAO open and close with an identification bumper inviting viewers to visit the IMCOM-K official website (above).

Web traffic trend and analysis tools demonstrate that viewers entering the IMCOM-K official website via *YouTube* are 62% more likely to be new visitors to the site and generally spend 8.6% more time on the IMCOM-K official website, when compared to those viewers reaching the official site via traditional search engines like *Google* or *Yahoo* (left).

Avg. Time on Site	% New Visits
00:02:41	88.55%
Site Avg: 00:02:28 (8.60%)	Site Avg: 54.63% (62.08%)

IMCOM-K official website traffic data provided by Google Analytics for
http://imcom.korea.army.mil



FIGURE 9: www.break.com/imcomkorea video channel.

Media Center Modules (continued)



URL(s): www.break.com/imcomkorea

Established: November 9, 2008

Site demographics: Young males (18-25)

Advantages: Available on most DoD networks

Disadvantages: Limited traffic analysis tools

Description: *Break* serves as an alternate video distribution outlet for the U.S. Army Korea Media Center. (Figure 9)

Although *Break* only targets the young male (18-25) demographic group and discourages bulk video uploading, it is available on most DoD networks. Consequently, IMCOM-K utilizes *Break* to host a limited number of key command information videos that viewers might otherwise not be able to view on a DoD computer network.



URL(s): www.dailymotion.com/imcomkorea

Established: November 10, 2008

Advantages: Available on most DoD networks
Provides full-length video support

Allows for embed on official sites

Disadvantages: Smaller audience than *YouTube*

Description: *Dailymotion* serves as an alternate video distribution outlet for the U.S. Army Korea Media Center. In particular, this channel is used to host high quality, full length videos for distribution on the DoD network. IMCOM-K PAO recently established a "MotionMaker" partnership with *Dailymotion* allowing IMCOM-K to upload, archive and share full HD quality video content. (Figure 10)

This channel is primarily used for embedding key command information videos into official websites.

All of the video content on *Dailymotion* consists of original productions, filmed and edited by IMCOM-K PAO.

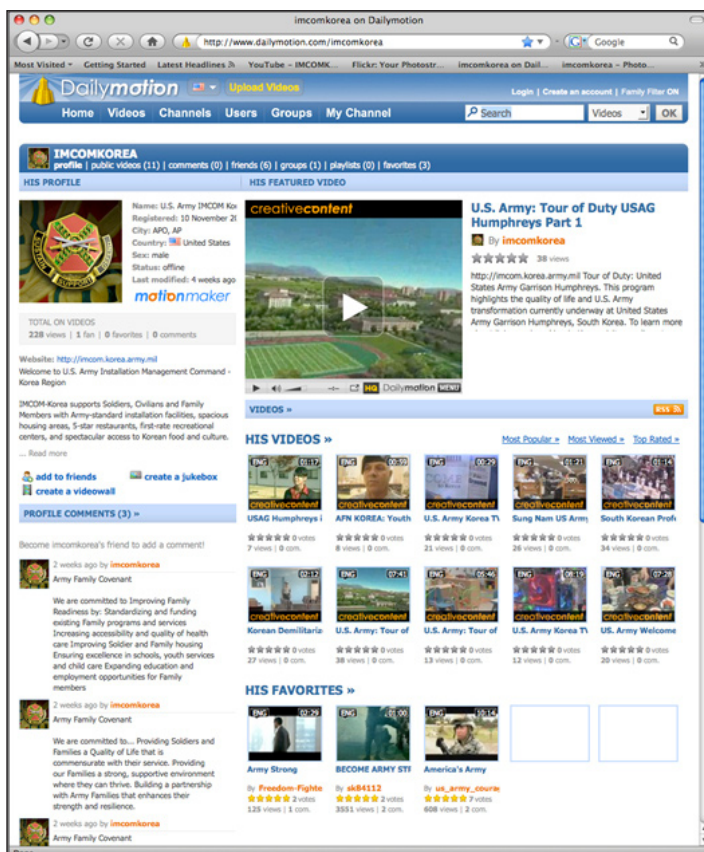


FIGURE 10: www.dailymotion.com/imcomkorea video channel. *Dailymotion* is ideal for hosting full length, HD video content.

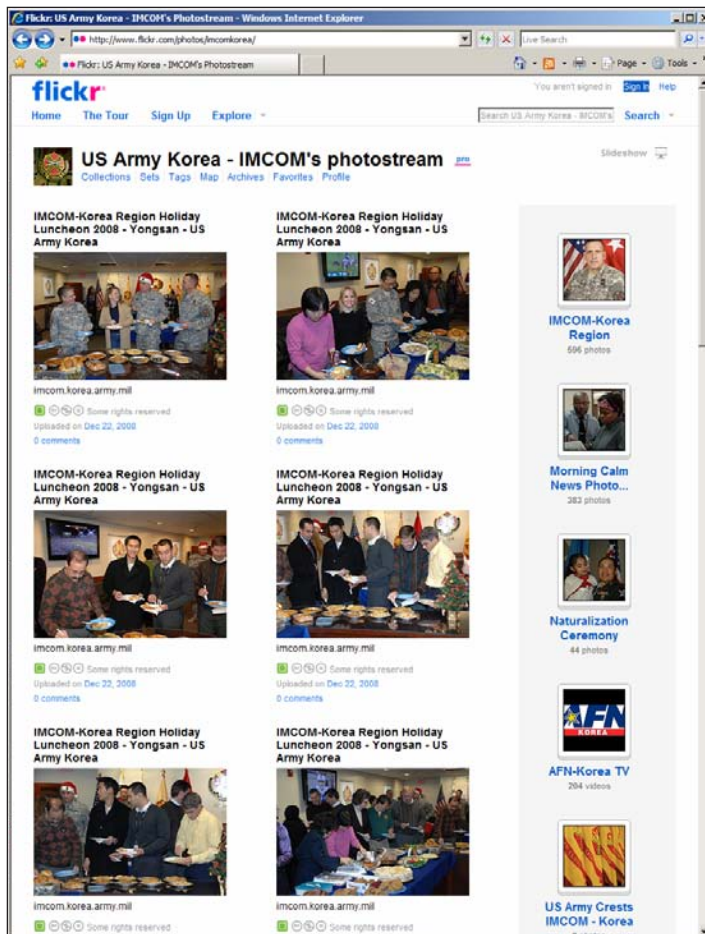


FIGURE 11: www.flickr.com/imcomkorea photo/video channel. IMCOM-K utilizes *Flickr* to share news and video content. All photos printed in the Morning Calm newspaper are also made available for readers to download from *Flickr*.

Media Center Modules (continued)



URL(s): www.flickr.com/imcomkorea

Established: October 3, 2008
 Total Photos Uploaded: 8,200+
 Total Videos Uploaded: 204

Advantages: Large world-wide audience base
 Allows for embed on official sites
 Disadvantages: Annual subscription fee
 Low quality video playback

Description: *Flickr* serves as the U.S. Army Korea Media Center's flagship photo distribution outlet and web-based companion to the Morning Calm newspaper. (Figure 11)

The IMCOM-K *Flickr* channel currently hosts over 8,000 digital photographs/videos and averages 1,000+ aggregate daily views. Content hosted on the channel includes local news photographs and other U.S. Army imagery from around the world. (Figure 12)

All photos printed in the Morning Calm newspaper are uploaded to *Flickr* and newspaper photo captions encourage readers to utilize the IMCOM-K *Flickr* channel to access, download, or print copies of news photos previously published in the paper. (Figure 13)

Additionally, *Flickr* photos are linked as slide shows to the official IMCOM-K website and other official blogs and online publications. (Figure 14)

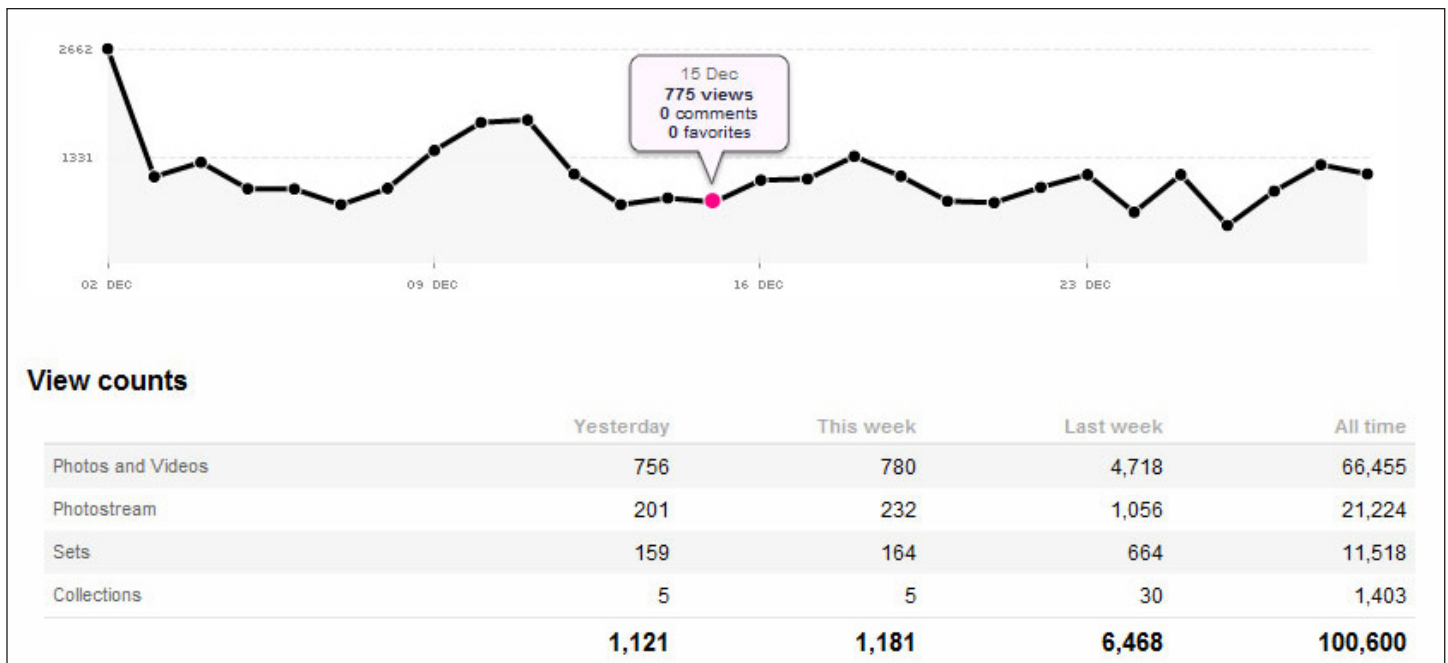


FIGURE 12: Daily aggregate views on the IMCOM-K Flickr channel as of 30 December 2008

The Morning Calm Weekly will resume publication Jan. 9, 2008. Happy holidays!

Morning Calm

December 19, 2008 • Volume 7, Issue 12 <http://imcom.korea.army.mil> Published for those serving in the Republic of Korea

Inside

USAG-Yongsan Civilian receives prestigious award
Page 2

Santa Scoop: Students give first-hand accounts of Santa's Yongsan visit
Page 18

flickr
Download your Morning Calm photos at www.flickr.com/imcomkorea

Soldiers, Family members take oath to become newest U.S. Citizens in Korea



"The U.S. is built on immigration. It strengthens every aspect of America."

Kenneth J. Sherman, Citizen and Immigration Services Field Office Director, U.S. Embassy, Seoul

Specialist Gabriela Lozano de Salinas, HHC 3-2 AVN GSAB, USAG-Humphreys, and daughter Catalina, show their American spirit from this event are available online at www.flickr.com/imcomkorea. — U.S. Army photo by Edward N. Johnson

By Sue Silpasornprasit
IMCOM-Korea Public Affairs

United States Forces Korea welcomed 43 new U.S. citizens to its ranks during a naturalization ceremony held at United States Army Garrison Yongsan, Dec. 15. Thirty-seven active-duty Servicemembers and six spouses of active-duty military members were naturalized as American citizens during the one hour ceremony. Although this was the first time the newly naturalized citizens swore Allegiance, many of the present had already demonstrated patriotism while serving in Afghanistan before becoming Staff Sgt. Francis Man...

Welcome to Korea Videos: Now available
Perfect for sponsoring Soldiers and Civilians. Check it out at youtube.com/imcomkorea

YouTube [Broadcast Yourself](#) [Worldwide](#) [English](#) [Share](#) [Favorites](#) [RSS](#) [IMCOMKoreaEnglish](#) [Account](#) [QuickList](#) [Help](#) [Sign Out](#)

Home Videos Channels Community [Army Welcome to Korea](#) Search [Upload](#)

Military Naturalization Ceremony - Yongsan Korea - 15 December 2008 - USFK - United States Army - USAG-Y



Army in Korea celebrates newest citizens

FIGURE 13: The Morning Calm Weekly (left) serves as IMCOM-Korea's premier command information newspaper.

All digital photographs printed in the Morning Calm are also published to the IMCOM-K Flickr channel. Photo captions encourage readers to utilize the IMCOM-K Flickr channel for accessing, downloading, or printing additional copies of news photos from the paper (bottom).

All photos published to the IMCOM-K Flickr channel include URL links directing viewers back to the Command's official website. (above)



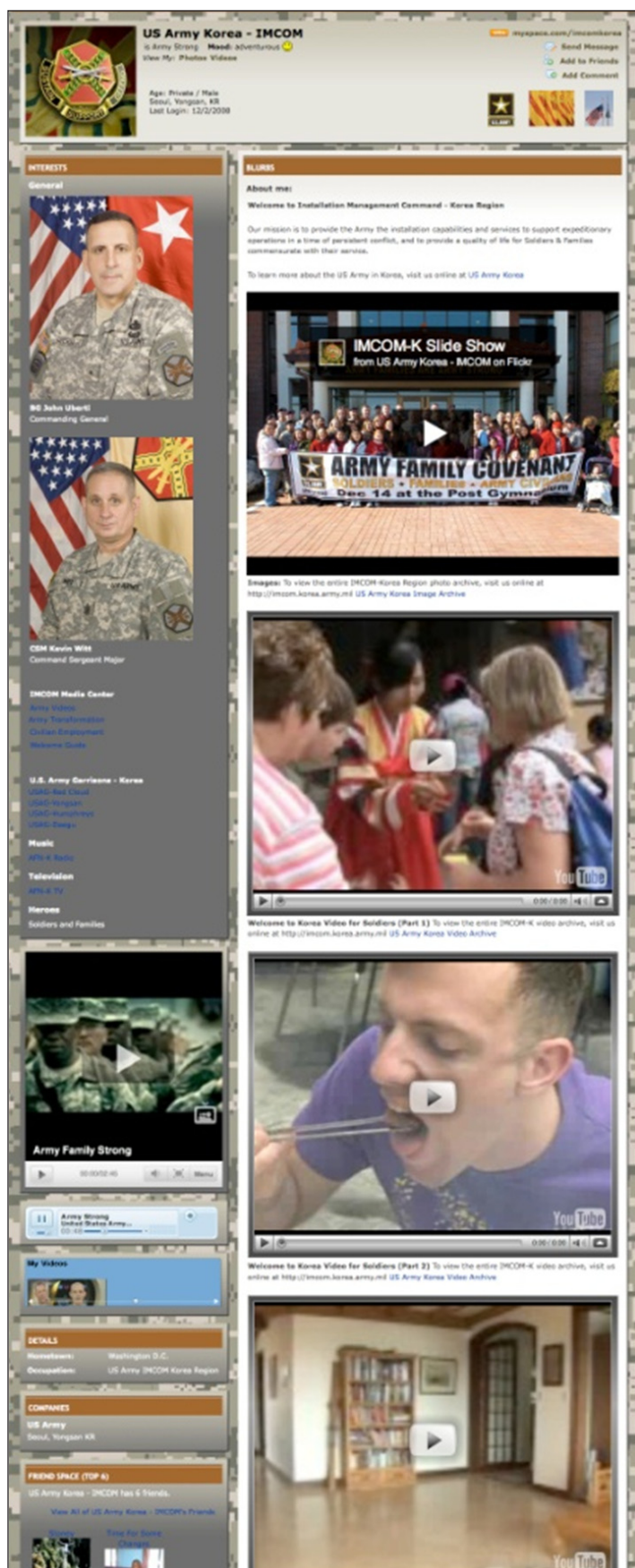
USFK Servicemembers and spouses proudly display their U.S. citizenship documents following a Yongsan Garrison naturalization ceremony, Dec. 15. Additional photos from this event are available online at www.flickr.com/imcomkorea. — U.S. Army photo by Edward N. Johnson

"Additional photos from this event are available online at www.flickr.com/imcomkorea"

The screenshot shows the IMCOM-Korea Region website in a Windows Internet Explorer browser. The page features a navigation bar with links like HOME, NEWS, WELCOME, EMPLOYMENT, MEDIA CENTER, and various USAG locations. A large central video player displays a Flickr slide show titled "IMCOM-K Slide Show from US Army Korea - IMCOM on Flickr". The slide show shows a large group of people holding a banner that reads "ARMY FAMILY COVENANT SOLDIERS * FAMILIES * ARMY CIVILIANS Dec 14 at the Post Gymnasium". To the left of the video is a "Region Guide" sidebar with links to various command and support functions. To the right is an "Army Links" sidebar with links to official sites, safety, and family resources. Below the video, there are sections for "IMCOM-Korea Region Photos", "IMCOM-Korea Photo Collections" (with thumbnails for USFK Transformation in Korea, IMCOM-Korea Region News, and Sports), and "Local Links".



FIGURE 14: Flickr slide-shows are embedded in the IMCOM-K official website (above). This feature allows IMCOM-K to manage image collections (left) from a single location (Flickr). Any changes or additions made to the Command's Flickr channel are then dynamically updated across multiple Media Center modules and official websites.

FIGURE 15: www.myspace.com/imcomkorea

Media Center Modules (continued)



URL(s): www.myspace.com/imcomkorea

Established: July 6, 2008

Advantages: Available on most DoD networks
Disadvantages: Limited traffic analysis tools

Description: The Media Center's *Myspace* module was specifically designed to share IMCOM-K *Flickr* and *YouTube* content with the *Myspace* social networking community. (Figure 15)

In addition to containing a series of embedded command information videos and command themes related to the Army Family Covenant, the *Myspace* module dynamically displays IMCOM-K photo slide shows from *Flickr* and videos from *YouTube*. (Figure 16)

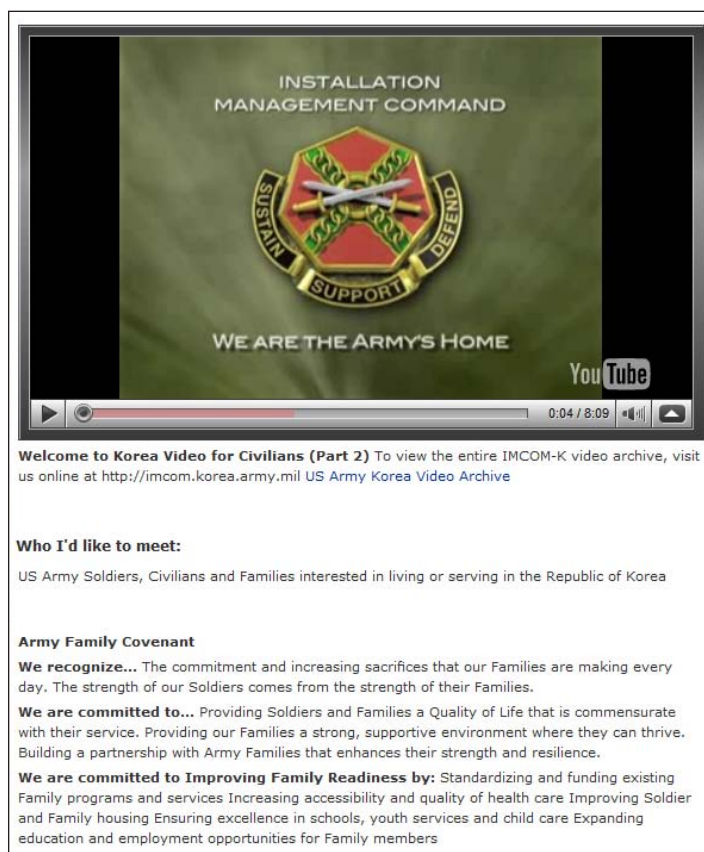


FIGURE 16: Videos and photos from the Media Center are dynamically displayed and updated on the IMCOM-K *Myspace* module via *Flickr* and *YouTube*.

The IMCOM-K *Myspace* pages also include 900+ digital images depicting Army life in the Republic of Korea. This image collection mirrors content found on the IMCOM-K *Flickr* channel and allows the *Myspace* community to directly download IMCOM-K images without having to navigate away from *Myspace*.

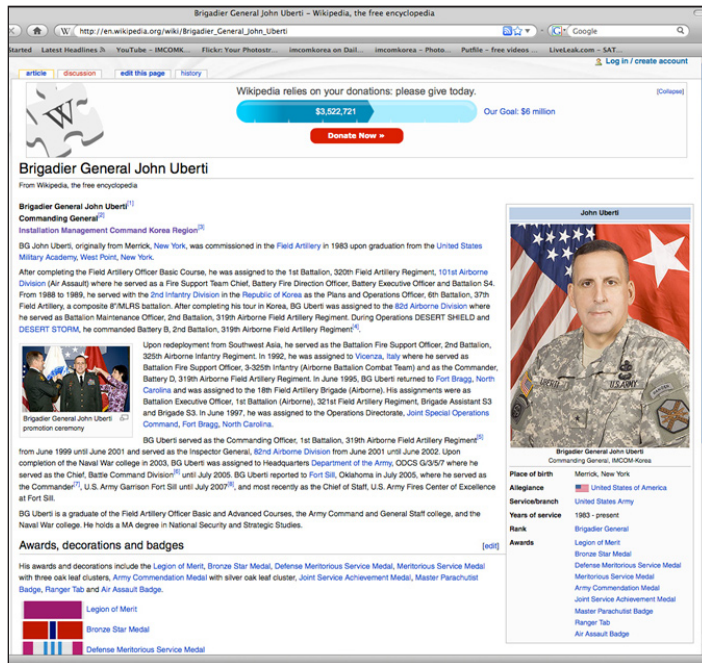


FIGURE 17: *Wikipedia* serves as the Media Center's primary Internet reference and research module. IMCOM-K PAO regularly updates and edits *Wikipedia* content to ensure that it accurately tells the IMCOM-K story. In addition to creating the IMCOM-K *Wikipedia* entry, a *Wikipedia* entry was created for IMCOM-K Commanding General, BG John Uberti.

Media Center Modules (continued)

WIKIPEDIA
The Free Encyclopedia

URL(s): http://en.wikipedia.org/wiki/United_States_Army_Installation_Management_Command_Korea_Region

http://en.wikipedia.org/wiki/Brigadier_General_John_Uberti

Established: Oct. 31, 2008

Advantages: Defacto online, worldwide reference site
Disadvantages: Pages can be edited/deleted by anyone

Description: *Wikipedia* is a phenomenon. It is a free, online, open-source encyclopedia that is maintained, edited and policed entirely by volunteers. Anyone can create and edit any *Wikipedia* entry. The site has very specific and restrictive content verification requirements that make it difficult for undocumented or false claims to remain on the site for more than a few days.

Factual and well documented information generally remains online and is difficult to remove. *Wikipedia* has been a very successful platform to use in documenting historical reference facts about IMCOM-K and to increase search relevancy on search engines like *Google*. *Wikipedia* provides basic user statistics. (Figure 18)

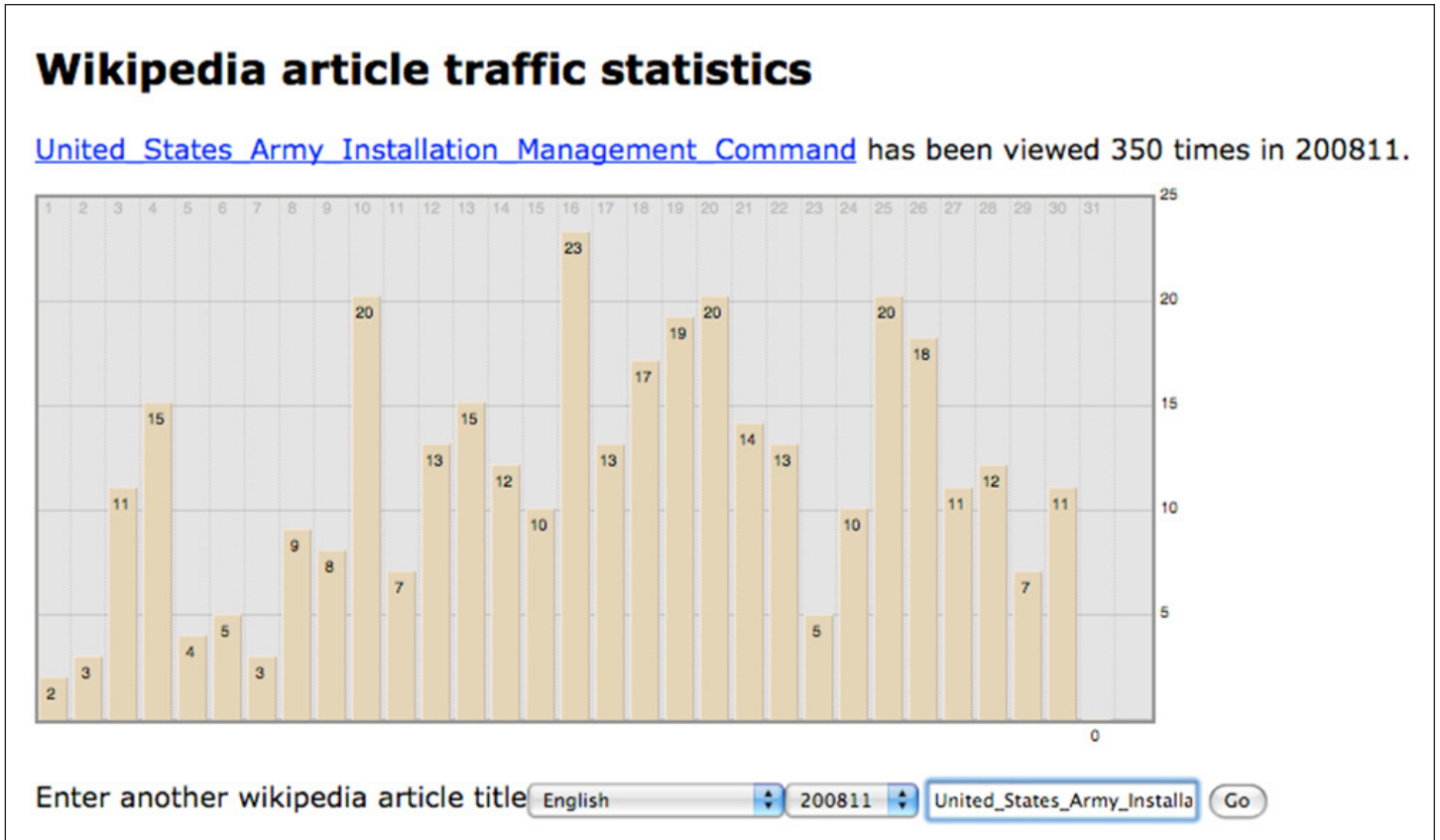


FIGURE 18: A daily breakdown of unique views of the IMCOM-K *Wikipedia* entry for the month of November 2008.

US Army, Installation Management Command, Korea Region (IMCOM-K)

Location: Unit 15742, APO AP, Seoul, South Korea, 96205-5742
Phone: DSN 315-724-3365

Mini-Feed
Displaying 5 stories

November 24

US Army, Installation Management Command, Korea Region (IMCOM-K) wrote a note. November 25 at 4:04am

United States Army Installation Management Command - Korea Region
To learn more about living and serving with the US Army in Korea, visit us online at <http://imcom.korea.army.mil> Welcome to U.S.
Continue Reading...

US Army, Installation Management Command, Korea Region (IMCOM-K) uploaded a new video. November 25 at 3:58am

Morning Calm weekly newspaper commercial spot
0:29 Added about a month ago

Korea Region - 32 new photos November 25 at 3:50am

US Army, Installation Management Command, Korea Region (IMCOM-K) updated its profile. It changed Website. November 25 at 3:46am

November 10

IMCOM Korea Region - 1 new photo November 11 at 4:27am

Information
Website: <http://imcom.korea.army.mil>
<http://www.youtube.com/imcomkorearegion>
<http://www.flickr.com/imcomkorea>
<http://www.facebook.com/imcomkorea>
<http://delicious.com/imcomkorea>
<http://twitter.com/imcomkorea>
<http://www.break.com/imcomkorea>
<http://www.dailymotion.com/imcomkorea>
http://en.wikipedia.org/wiki/United_States_Army_Installation_Management_Command
http://en.wikipedia.org/wiki/Brigadier_General
<http://www.youtube.com/koreaculture>
<http://www.youtube.com/warinkorea>

The Wall
Displaying the only wall post

Write something from US Army, Installation Management Command, Korea Region (IMCOM-K)...

FIGURE 19: Facebook is a unique social networking site that provides IMCOM-K the opportunity to share news and information with millions of registered Facebook users through both an organizational page (above) and a standard Facebook profile.

Media Center Modules (continued)

facebook

URL(s): <http://www.facebook.com/profile.php?id=1550457377>

Established: Nov. 10, 2008

Advantages: Huge user base
Tight integration with other modules

Disadvantages: Limited usage statistics

Description: With millions of users, Facebook is one of the fastest-growing and largest social networking sites on the internet. It is a site that many users visit daily to keep in touch with their friends and family. Facebook allows IMCOM-K to make "friends". Friends are usually Servicemembers with some relationship to the region, as they are either currently stationed in Korea, know they are coming to Korea, or have been stationed in Korea in the past. When a Facebook user becomes a friend of IMCOM-K, they automatically get regular updates on items posted to the IMCOM-K profile.

IMCOM-K maintains two pages on Facebook. One is a standard user profile and the other is an official organizational page. People can become friends of the profile and fans of the organizational page. As of 30 Dec. 2008, the IMCOM-K Facebook profile had 89 friends and the organizational page had 35 fans. (Figure 19)

Facebook allows tight integration with other Media Center modules like Flickr and Twitter. Updates sent to Twitter are automatically posted to the Facebook profile. Through the use of an optional third-party Facebook application plug-in, links to the entire IMCOM-K Flickr photostream are made available to Facebook users viewing the IMCOM-K Facebook profile.

Usage statistics are not available for standard user profiles but are available for organizational pages. (Figure 20)



FIGURE 20: Facebook provides basic usage statistics for organizational pages.

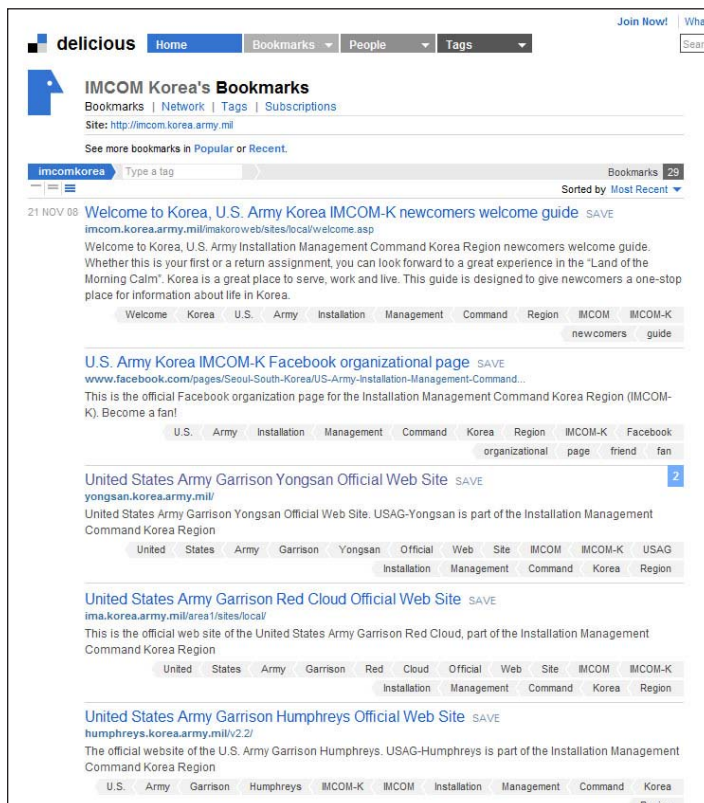


FIGURE 21: Delicious provides an index of web site bookmarks.

Media Center Modules (continued)



URL(s):	http://del.icio.us/imcomkorea http://delicious.com/imcomkorea
Established:	Nov. 21, 2008
Advantages:	Direct links to Media Center modules Users can subscribe to bookmarks
Disadvantages:	Fairly limited functionality

Description: *Delicious* describes itself as, “a social bookmarking site.” Instead of storing bookmarks on their local computer, *Delicious* users can create a list of bookmarks to various web sites that are then easily accessible to them from any web browser.

Delicious users can also subscribe to other user’s bookmarks. When a user adds or updates a bookmark, all subscribed users automatically have access to the updated bookmarks. Bookmarks can be tagged and categorized for easy searching. (Figure 21)

IMCOM-K uses *Delicious* to provide a one-stop, exhaustive list of bookmarks to Media Center modules and specific Media Center videos, photos or photo sets.

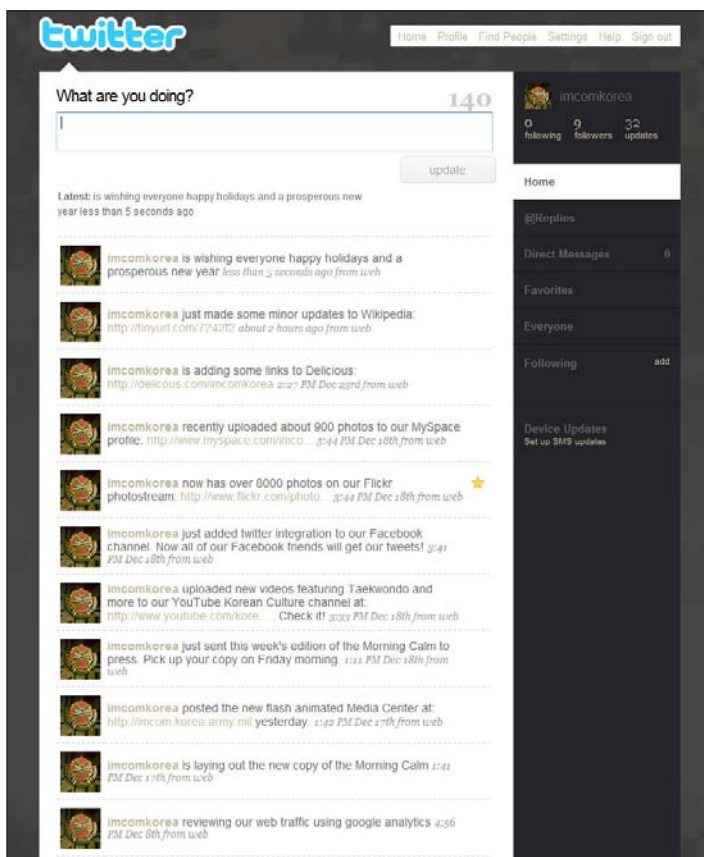


FIGURE 22: Twitter “tweets” are simply short status updates.



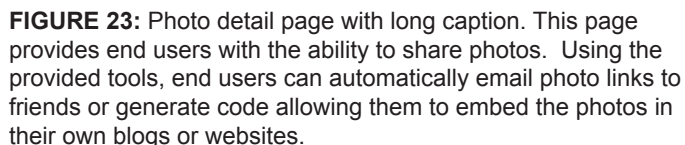
URL(s):	http://twitter.com/imcomkorea
Established:	Nov. 21, 2008
Advantages:	Instant news updates with links Integration with <i>Facebook</i>
Disadvantages:	Limited message length

Description: *Twitter* is a simple website with a single, simple mission. Users of *Twitter* can post short (140 characters or less) status updates or news blurbs called “tweets”. *Twitter* users can subscribe to other user’s channels and obtain an aggregated listing of status updates from people and organizations important to them.

IMCOM-K uses *Twitter* to provide short, periodic updates on the status of the IMCOM-K official web site, Media Center modules and the Morning Calm Weekly newspaper that contain links to each respective item, giving subscribers quick access to items of interest.

Twitter integrates directly with *Facebook*. Each tweet is automatically posted to the IMCOM-K *Facebook* profile, expanding the reach of the tweets to IMCOM-K’s *Facebook* friends and simplifying the process of posting regular status updates. (Figure 22)

In the U.S., tweets can be posted via mobile phone text messages, making it an extremely easy way to post quick updates.



Advantages:	Free photo archive
Disadvantages:	Not quite as popular as <i>Flickr</i>

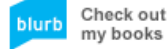
Photobucket provides IMCOM-K with an additional outlet for distributing photos related to Korea and its utilization helps to increase search relevancy on search engines like *Google*.





Blurb allows users to create and share hard-cover books from online image archives like *Flickr*. "We are the Army's Home" (above) was produced and distributed by IMCOM-K PAO using *Blurb*.

Media Center Modules (continued)



URL(s): <http://www.blurb.com/user/imcomkorea>

Description: *Blurb* is an online community that believes passionately in the joy of books – reading them, making them, and sharing them via the internet.

By merging online image archives like *Flickr* with its own set of free software tools, *Blurb* allows users to easily create, publish and share custom designed, professionally printed books.

IMCOM-K's *Blurb* account was established to publish and distribute a series of books related to military life in Korea. The first in this series, titled "We are the Army's Home", is a hard-cover book containing photos from the U.S. Army in Korea, as well as a collection of strategic journal articles related to IMCOM-K. "We are the Army's Home" was published to *Blurb* in 2008. Additional books are in the works and will be published in the coming 18 months.

IMCOM-K • PAGE 16
<http://www.korea.army.mil>

FEATURE

THE MORNING CALL

Region launches Media Center

By K. Sade Waters
 IMCOM-K Public Affairs

Services members, Families and Civilians around the world now have a breakthrough information source for U.S. Army Korea. The Korea Media Center is the official U.S. Army Korea Media Center Installation Management Command Korea Region website.

The Media Center is also a gateway to the official (IMCOM-Korea website), the online version of the Morning Call newspaper and a host of media sharing and social networking sites that are becoming increasingly popular for people to obtain news and information online.

The primary social networking and media sharing sites that make up the Media Center include YouTube, Flickr, MySpace, Facebook, Twitter, Delicious, and more.

"This truly revolutionizes the way we share information with our community and the world. Now, for the first time, the global military community has instant access to photos, videos, news and information about Army life in Korea — whenever and wherever they want it," said Edward Johnson, IMCOM-K Public Affairs Officer.

The Media Center provides instant access to IMCOM-Korea's substantial video channels, offering on-demand content to members, families, and the general public.

Since the launch of IMCOM-Korea's official website, our site has been viewed more than 200,000 times and we are averaging about 5000 views every single day," said Johnson.

with their friends across the network. "One of the goals of the Media Center is to take advantage of the ongoing transformation in the Republic of Korea which has resulted in significant quality of life."

IMCOM-K provides instant, regular updates, called tweets, about news and events. Twitter describes itself as "... a service for friends, family and co-workers to communicate and stay connected through the exchange of quick, frequent answers to one simple question: 'What are you doing?'"

"All of our social networking activities are aimed at making it easier for the Servicemembers, Families and Civilians we serve to stay informed and access the news they need with a simple click of the mouse," said Johnson. "It is important to understand that the Media Center is not being done at the expense of our traditional communication methods, but rather, we have always done so in print and broadcast, giving us a whole new medium to work from."

In addition to social networking, IMCOM-Korea also publishes links to delicious.com. According to their website, "Delicious is a social bookmarking service that allows users to tag, save, manage and share web pages from a centralized source. With emphasis on the power of the community, Delicious greatly improves how

we share information. Instead, we have always done so in print and broadcast, giving us a whole new medium to work from."

Online search tools like Google have made Wikipedia one of the most widely used reference tools. Because anyone can set up and edit Wikipedia articles, it is important for organizations to take an active role to ensure that the information presented on Wikipedia is factual and relevant," said Johnson.

On Flickr and Facebook, both popular photo sharing sites, IMCOM-Korea makes thousands of photos available for download, including all of the photos that appear in the Morning Call newspaper each week.

"The IMCOM-Korea Flickr site adds another dimension to the stories we bring our audience every week. Morning Call readers can now delve into the next layer of the story, beyond what was published, and view additional news photos from the events that matter to them," said Susan Silverman, senior editor of the Morning Call Weekly.

The U.S. Army Korea Media Center is part of IMCOM-Korea's plan to showcase Korea as a destination of choice. In addition to directly supporting the goal, the sites that make up the Media Center have resulted in increased reliance on online search sites like Google.

The U.S. Army Korea Media Center with this is located online at <http://www.korea.army.mil>

U.S. ARMY KOREA INSTALLATION MANAGEMENT COMMAND

The U.S. Army Korea Media Center is a breakthrough Internet resource connecting you to a host of video sharing, photo sharing, social networking, online reference and official U.S. Army web sites, custom designed to tell the Army's story in Korea. The Media Center is the premiere web destination for Soldiers, Families, and Civilians assigned to the Republic of Korea. Enter the Media Center today and discover all of the news and information that is important to you.

MEDIA CENTER

<http://imcom.korea.army.mil>

DISCLAIMER: References to links to commercial and other non-official sites are for information purposes only and are provided for the convenience of the users of this system. Such references are not endorsements by the Department of Defense (DoD), Department of the Army (DA), Installation Management Command (IMC), or Installation Management Command Korea Region (IMCOM-K). Viewpoints expressed, if any, are those of the user contributors and do not represent official or unofficial views of DoD, DA or IMCOM-K.

Media Center Promotional Material

To promote the Media Center, IMCOM-K PAO developed and distributed a full-range of promotional material designed to entice individuals and organizations to visit the Media Center content distribution modules, as well as participate in the various social networking opportunities made available by the Media Center.

As part of this ongoing promotional campaign, IMCOM-K PAO designed and produced a series of print advertisements and web banners for distribution in the command information newspaper and other official print publications. (Figures 26-28)

Additionally, IMCOM-Korea produced a series of "Welcome to Korea" DVDs to serve as a hard-copy companion to the Media Center's video distribution modules. This DVD package contains original video products produced entirely by IMCOM-K PAO, as well as prominent web links to the Media Center and other official websites. In addition to promoting the Media Center, the development of this video content provides unique and original programming for distribution via the Media Center's various video hosting

modules, like *YouTube* and *Dailymotion*. (Figure 29)

IMCOM-K PAO also directly promotes the Media Center via the Command's official website, by hosting links to Media Center content distribution modules, as well as information detailing how to access and utilize Media Center content. While directly promoting the media center with links and banner advertisements, the Command's official website also mirrors key command information content available on its various Media Center modules. This is done to ensure that those members of the audience unable to access sites like *YouTube* from their office computers are provided an alternative location to view and download the Command's key video content and welcome information. (Figure 30)

By taking full advantage of American Forces Network and Pentagon Channel radio and television services, IMCOM-K PAO also promotes the Media Center by broadcasting full length television programs and commercials specifically designed promote the Media Center and its various content distribution modules. (Figure 31)

**FIGURE 26:**

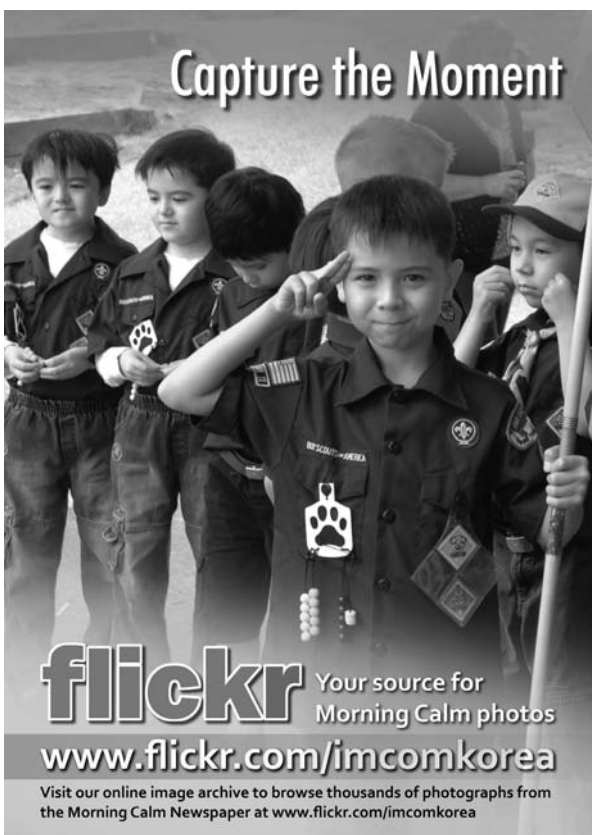
IMCOM-K PAO produced a wide-variety of print advertisements specifically designed to promote the Media Center and its various content distribution modules via the the Morning Calm command information newspaper (center).



To promote the Media Center's *Flickr* module, IMCOM-K PAO produced a collection of in-house promotional material that includes full color teasers (left) and banners (below), as well as a series of black and white quarter page print advertisements designed to showcase actual images from on the Media Center *Flickr* module. (see pages 23).

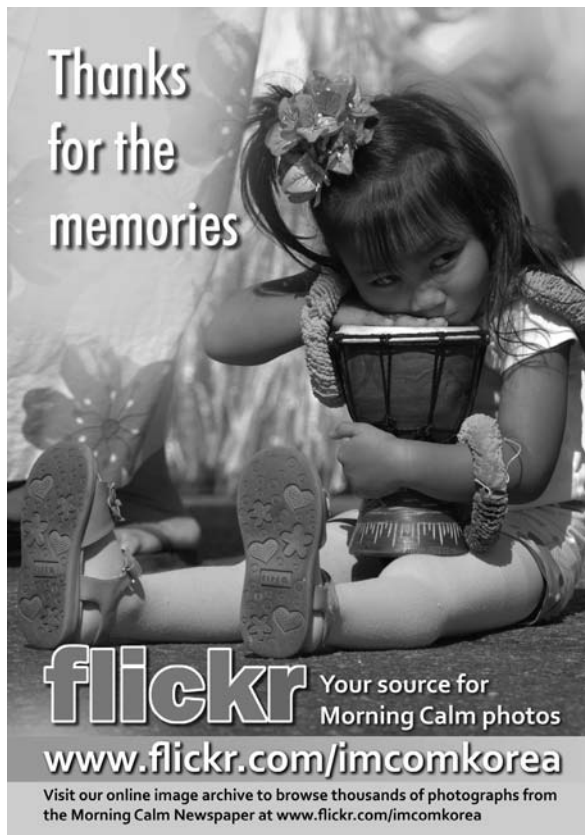


A series of full color teaser and banner ads designed by IMCOM-K PAO to promote the IMCOM-K Flickr channel as an online companion to the Morning Calm Weekly newspaper.



Capture the Moment

flickr Your source for Morning Calm photos
www.flickr.com/imcomkorea
 Visit our online image archive to browse thousands of photographs from the Morning Calm Newspaper at www.flickr.com/imcomkorea



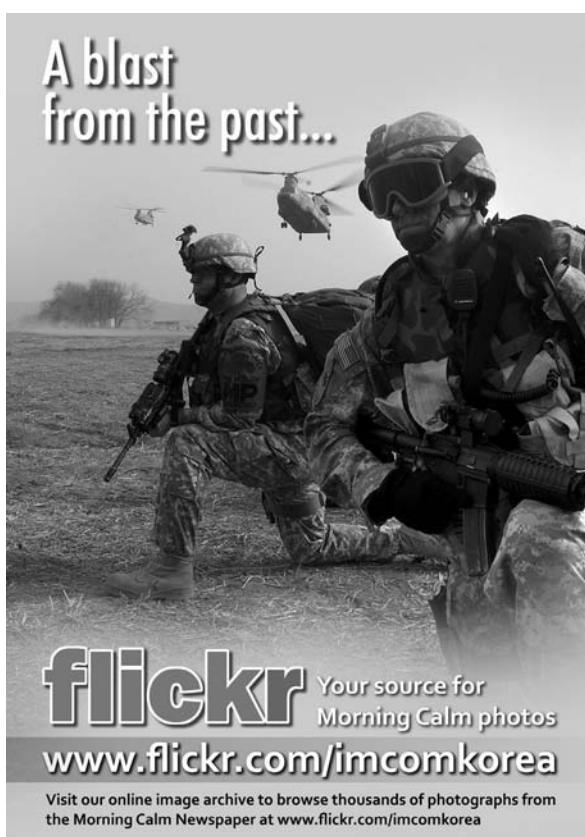
Thanks for the memories

flickr Your source for Morning Calm photos
www.flickr.com/imcomkorea
 Visit our online image archive to browse thousands of photographs from the Morning Calm Newspaper at www.flickr.com/imcomkorea



Strange but true....

flickr Your source for Morning Calm photos
www.flickr.com/imcomkorea
 Visit our online image archive to browse thousands of photographs from the Morning Calm Newspaper at www.flickr.com/imcomkorea



A blast from the past...

flickr Your source for Morning Calm photos
www.flickr.com/imcomkorea
 Visit our online image archive to browse thousands of photographs from the Morning Calm Newspaper at www.flickr.com/imcomkorea

A series of black and white, 1/4 page, advertisements designed by IMCOM-K PAO to promote the IMCOM-K Flickr channel as an online companion to the Morning Calm Weekly newspaper

Stay tuned for local news!

Community news, newcomer videos and much more is now available online at the Installation Management Command (IMCOM-K) video channel. To learn more, visit us online at <http://imcom.korea.army.mil>

www.youtube.com/imcomkorearegion

You Tube
youtube.com/imcomkorearegion

Stay tuned for local news!

Community news, newcomer videos and much more is now available online at the Installation Management Command (IMCOM-K) video channel. To learn more, visit us online at <http://imcom.korea.army.mil>

www.youtube.com/imcomkorearegion

You Tube
youtube.com/imcomkorearegion

Stay tuned for local news!

Community news, newcomer videos and much more is now available online at the Installation Management Command (IMCOM-K) video channel. To learn more, visit us online at <http://imcom.korea.army.mil>

www.youtube.com/imcomkorearegion

You Tube
youtube.com/imcomkorearegion

Stay tuned for local news!

Community news, newcomer videos and much more is now available online at the Installation Management Command (IMCOM-K) video channel. To learn more, visit us online at <http://imcom.korea.army.mil>

www.youtube.com/imcomkorearegion

You Tube
youtube.com/imcomkorearegion

FIGURE 27: Series of black and white, 1/4 page advertisements designed by IMCOM-K PAO to promote the IMCOM-K YouTube channel

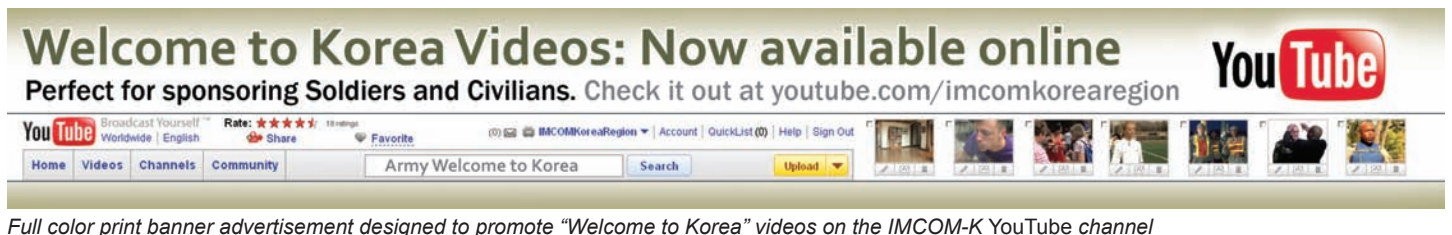


FIGURE 28: Black and white 1/4 page advertisement designed by IMCOM-K PAO to promote the IMCOM-K YouTube "warinkorea" channel



FIGURE 29: IMCOM-K PAO designed and produced a broadcast quality DVD titled "Welcome to Korea" to serve as a hard-copy companion to the Media Center's video collection and promote the Media Center's URL.

Welcome to Korea, U.S. Army IMCOM-K News, Photos, Videos, Employment - Windows Internet Explorer

http://imcom.korea.army.mil/imakorweb/sites/local/video.asp

Welcome to Korea, U.S. Army IMCOM-K News, Photo...

U.S. ARMY
IMCOM-KOREA REGION
INSTALLATION MANAGEMENT COMMAND

HOME NEWS WELCOME EMPLOYMENT MEDIA CENTER USAG-D USAG-H USAG-RC USAG-Y

Region Guide
Welcome Guide
Commanding General
Command Sgt. Major
Deputy to the CG
Mission Statement
Organization Chart
Region Staff
Command Policies
Safety
Employment
Media Center
Videos
Photos
Unit Insignia
Lodging
Telephone Guide
MWR Site
Garrisons
USAG-Daegu
USAG-Humphreys
USAG-Red Cloud
USAG-Yongsan
IMCOM Worldwide
IMCOM-HQ
IMCOM-Europe
IMCOM-Korea
IMCOM-Northeast
IMCOM-Southeast
IMCOM-West
IMCOM-Pacific
Local Links

IMCOM-Korea Region Videos

The Republic of Korea is a great place to serve, work, live and play. The video files below are provided to help you learn more about the Land of the Morning Calm.

IMCOM-Korea Region YouTube Channels

IMCOM-Korea Region
youtube.com/imcomkorearegion
The Official Installation Management Command Korea Region YouTube channel featuring videos of interest to Servicemembers, Civilians and Families

War In Korea
youtube.com/warinukorea
Arguably the most comprehensive Korean War historical film archive on YouTube with numerous clips directly from the US National Archives.

Korea Culture
youtube.com/koreaculture
IMCOM-K's channel dedicated to Korean culture and what it is really like for Servicemembers, Civilians and Families living in Korea. Watch for this channel to add new content regularly.

Some DOD networks do not allow YouTube access.
If you would like access to YouTube for official purposes submit a JTF-GNO Internet Access Point (IAP) Exception Request to your IMO (Information Management Officer), IT specialist or DOIM (Director of Information Management).

IMCOM-Korea Region Video Downloads

INSTALLATION MANAGEMENT COMMAND
WELCOME TO KOREA

TOUR OF DUTY
USAG HUMPHREYS
REPUBLIC OF KOREA

INSTALLATION MANAGEMENT COMMAND
WELCOME TO KOREA

Army Links
Official Site
ACSIM
AKO
Safety
Suggestions
USAEC
Gifts to Army
Family Toolbox
Families Online
Family Covenant

USFK
Official Site
Off-limits Areas
Weather/Roads
Sharp Points

8th U.S. Army
Official Site
Levy Online

News
Morning Calm
Early Bird
IMCOM News
IMCOM Newsletter

Quick Links
Yellow Dust Report
BOSS
ICE Comments
Spouses Club
Schools
Army FRG

IMCOM-Korea Region launches breakthrough Media Center: Online portal offers video, news, and photo content for world-wide military audience

Dec 17, 2008
BY R. Slade Walters, IMCOM-Korea Public Affairs Office

Servicemembers, families and civilians around the world now have a breakthrough Internet resource for information about life at U.S. Army installations across the Korean peninsula.

With the launch of the U.S. Army Korea Media Center, Installation Management Command Korea Region has established a one-stop online resource for sharing news, photos, videos, and military reference material.

The Media Center is also a gateway to the official IMCOM-Korea website, the online version of the Morning Calm newspaper and a host of media sharing and social networking sites that are becoming an increasingly popular way for people to obtain news and information online.

The primary social networking and media sharing sites that make up the Media Center include YouTube, Flickr, MySpace, Photobucket, Facebook, Dailymotion, Break, Wikipedia, and Twitter.

"This truly revolutionizes the way we share command information with our community, newcomers and the world. Now, for the first time, the global military community has instant access to photos, videos, news and information about Army life in Korea - whenever and wherever they want it," said Edward Johnson, IMCOM-K Public Affairs Officer.

U.S. ARMY KOREA
INSTALLATION MANAGEMENT COMMAND

MEDIA CENTER
http://imcom.korea.army.mil

The U.S. Army Korea Media Center web site is located online at: http://imcom.korea.army.mil Photo by R. Slade Walters

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New online welcome video showcases Army life in Korea, embraces the latest in web communications tools

Jul 21, 2008
BY IMCOM-Korea Public Affairs

SEOUL - Installation Management Command-Korea Region recently launched a YouTube Channel to give newcomers a preview of life in Korea. IMCOM-Korea's latest initiative serves as a supplement to their official web site and gives both newcomers and those sponsoring new arrivals easy access to a comprehensive library of videos showcasing what it's like to live and work in Korea.

The channel features two "Welcome to Korea" videos: one specifically designed for Soldiers, and one addressing Civilian Employee matters. The site also features informative video content related to serving, working and living in the Republic of Korea. With the click of a mouse, those preparing for a PCS can gain a visual overview of Army life in Korea.

"It's a place we need to be," said Slade Walters, IMCOM-Korea deputy public affairs officer. "More and more people are turning to social networking sites like YouTube for information about their next assignment or to assist Soldiers and Families headed to Korea. We need to embrace these emerging web technologies to ensure that we are provided most accurate, timely, and relevant information possible to our local community or those interested in learning more about living and working in Korea."

"We are very excited about this channel, because it provides us a global, easy to navigate system for sharing newcomer information," said Edward Johnson, IMCOM-Korea Public Affairs Officer. "We are now able to provide up-the-minute news and information to our community in a way that lets them get the information they need, when they need it."

RELATED LINKS
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IMCOM-Korea Official Site

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FIGURE 30: Media Center content is hosted on the IMCOM-K website to provided an alternate location for visitors to view and download videos from within the DoD network.

The Media Center and its various modules are also promoted via Army News at www.army.mil

WELCOME TO KOREA VIDEO FOR CIVILIAN EMPLOYEES FROM IMCOM-K

« return to the list 0 fav. | 5 views | 0 com. | 0 votes ★★★★★



imcom.korea.army.mil
IMCOM-Korea Region

15:33 HQ Dailymotion MENU

add to favorites add to blog this video may offend share this video add to playlist spread this video

Tags: welcome korea civilian us usa u.s. u.s.a. army imcom imcom-k installation
Channels: travel

Duration: 16:54 Recorded: 01 August 2008 Location: Seoul, Seoul, South Korea
<http://imcom.korea.army.mil>

Welcome to U.S. Army Installation Management Command - Korea Region

IMCOM-Korea supports Soldiers, Civilians and Family Members with Army-standard installation facilities, spacious housing areas, 5-star restaurants, first-rate recreational centers, and spectacular access to Korean food and culture.

Korea is a great place to live, work and play. To learn more about opportunities to serve in the Land of the Morning Calm visit the U.S. Army Korea Media Center at:
<http://imcom.korea.army.mil>

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Dailymotion

VIDEO INFO

posted 5 days ago by imcomkorea offline 9 vid. | 1 fan | 7 friends

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related member playlist

playlist: Welcome to Korea (4 videos)

South Korean Professional Baseball Doosan Bears by imcomkorea 41 views 0 fav. South Korean professional baseball...

Taekwondo in Korea by imcomkorea

creativecontent 0 fav. | 25 views | 0 com. | 0 votes ★★★★★

Morning Calm
Your Community Newspaper

<http://imcom.korea.army.mil>

00:02 HQ Dailymotion MENU

add to favorites add to blog this video may offend share this video add to playlist spread this video

Tags: imcom korea region installation management command korean news television
Channels: news & politics

Duration: 00:29 Recorded: 19 November 2008
<http://imcom.korea.army.mil>

This is a 30 second TV commercial promoting the U.S. Army Korea weekly newspaper - the Morning Calm. To download your copy of the Morning Calm, please visit <http://imcom.korea.army.mil> and click news. The current week edition and archived editions going back to 2004 are available for download.

Permalink: http://www.dailymotion.com/video/x7g8rc_us-army-korea-tv-commercial-mor

Embeddable Player: `<div><object width="480" height="381"><param name="movie" value="http://www.dailymotion.com/video/x7g8rc_us-army-korea-tv-commercial-mor"></object></div>`

one, but with errors on page.

FIGURE 31: IMCOM-K PAO developed and distributed a series of Media Center promotional spots for broadcast on the Pentagon Channel and American Forces Network radio and television outlets. These spots were simultaneously published to the Media Center's own video distribution outlets like YouTube, Dailymotion, Flickr and Break.



FIGURE 32: YouTube Insight is a free tool used by the IMCOM-K Media Center team to monitor channel traffic.

Trends and Statistical Analysis

Most social networking sites provide a set of traffic data and statistical analysis tools. The IMCOM-K Media Center team monitors this data on a daily basis and uses it to measure the success of each Media Center module, to develop future public affairs strategies, to manage resources and to prepare reports for further analysis by senior members of the IMCOM-K staff.

While *Flickr* traffic data is only available for paid subscribers, most other social networking and content distribution sites offer this information for free. One of the most powerful and accurate of these free services is provided by *Google*.

Visitor traffic data collected via social networking sites tends to be very accurate — demographic data less so. This is because traffic data is collected by measurable behaviors like the click of a mouse, while demographic data tends to rely on visitor surveys.

For example, data from the *YouTube Insight* tool provides IMCOM-K an accurate accounting of daily video views, a listing of videos by popularity and a view count by country. We know this information to be relatively accurate because it reflects the actual number of times viewers clicked on a video with their computer mouse. (Figure 32)

Less accurate is the *YouTube Insight* data indicating that 12% of videos on the same channel were viewed by females, compared to 88% by males. Since there is no way of verifying the gender information provided by the visitor, this data is only as accurate as the visitors are honest. For this reason, IMCOM-K relies primarily on behavioral data, and less on anecdotal demographic data, to develop Media Center strategies. (Figure 33)

Additionally, IMCOM-K utilizes *Google Analytics* to track visitor

data directly related to the Media Center's landing page. Currently, visitors are provided a series of links to IMCOM-K social networking modules, as well as the Command's official website. These links are routed further via a series of re-direct pages. (Figure 34)

With the establishment of re-direct pages, designed to route viewers from the Media Center's landing page to social networking sites, IMCOM-K is able to accurately collect navigational analysis data and measure visitor trends and preferences. (Figure 35)

By closely monitoring visitor data from the Media Center landing page and the Command's official website, IMCOM-K is also able to clearly measure the success of each Media Center content distribution module, make sound planning decisions on future Media Center growth plans, customize module content to meet the measurable desires of the Media Center audience and ensure that each module receives the appropriate level of resourcing.

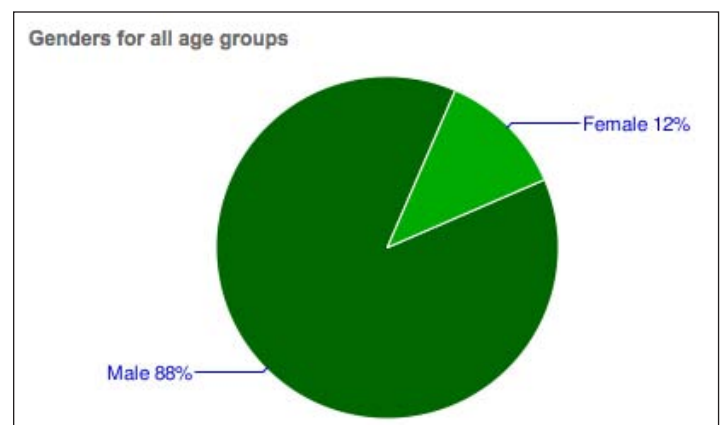


FIGURE 33: Visitor gender data collected by YouTube Insight.

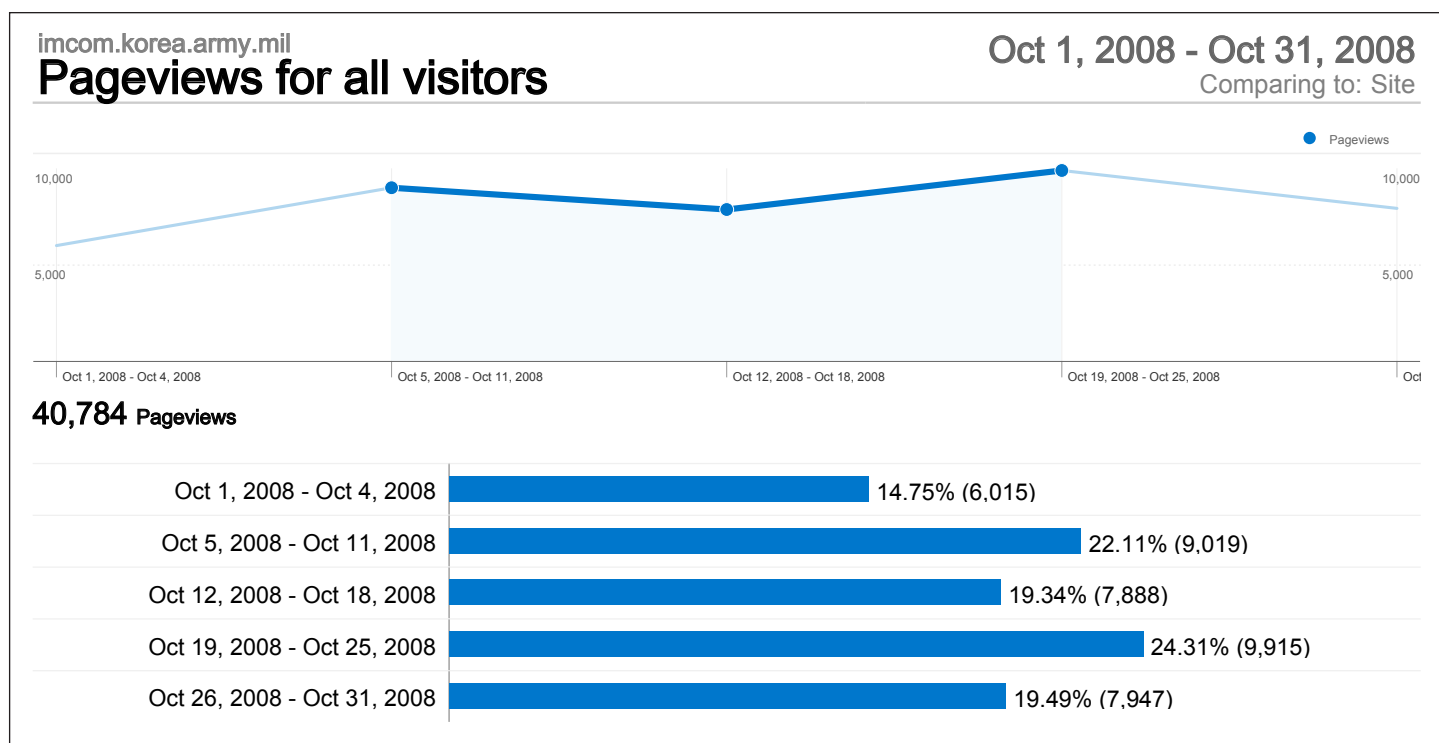
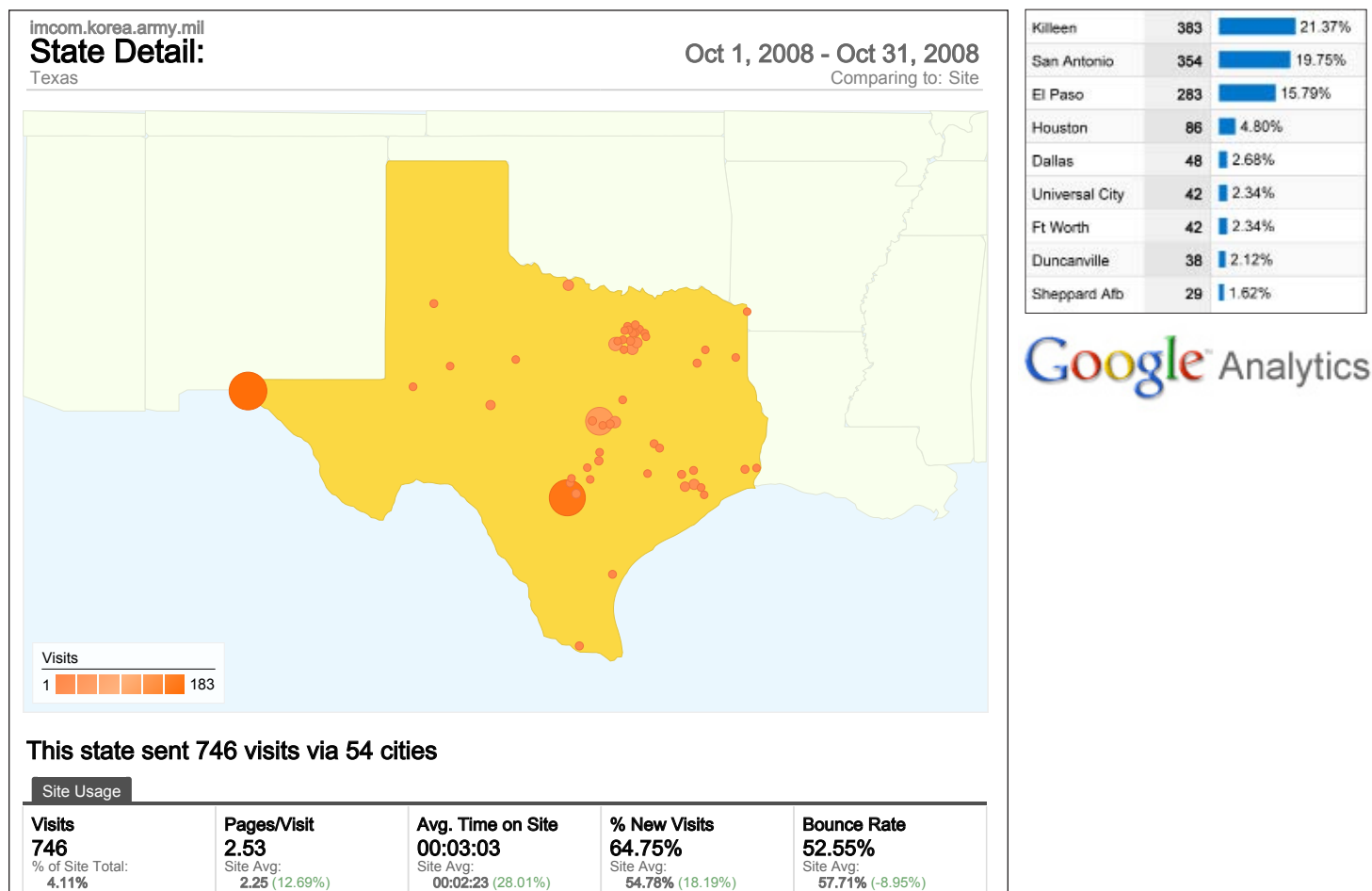


FIGURE 34: Google Analytics is a free tool used by the IMCOM-K Media Center team to monitor visitor traffic, develop future public affairs strategies and create custom reports for use in analyzing page view data (above).



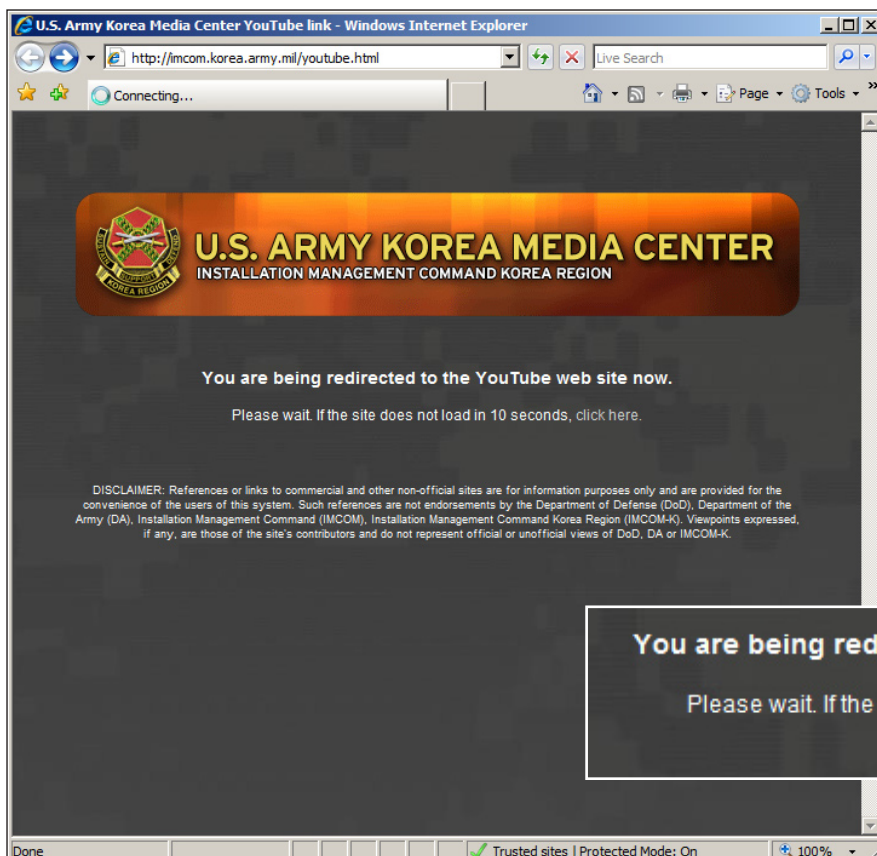


FIGURE 34: The Media Center (above) consists of a collection of links to IMCOM-K social networking modules and official websites.

The Media Center is available at:
<http://imcom.korea.army.mil>

Visitors to the Media Center who chose to navigate from the landing page (above) to a social networking module, do so via a re-direct page (left). Each re-direct page contains code that reports visitor navigational data to *Google Analytics*. This data is then used by the Media Center team to determine social networking module popularity and traffic trends.

All re-direct pages include a disclaimer informing visitors that by clicking on a social networking module link they are choosing to navigate to a commercial site (left).



FIGURE 35: The Israeli Defense Force's *YouTube* Channel logged several million views and registered 800,000 subscribers within 12 days of its launching on Dec. 27, 2008

The Way Ahead

In reported retaliation for recent Hamas missile attacks, Israeli Defense forces initiated combat operations into Gaza on Dec. 27, 2008. Two days after that assault, IDF also launched a *YouTube* channel as part of the operation's overall public affairs strategy. (Figure 35)

Within hours of being published, the IDF *YouTube* channel was mentioned in several international news reports and quickly rose to one of the most popular *YouTube* channels in the world. The success of IDF's channel indicates that while content is important, timing and promotion are equally important. It is unlikely that the same channel would have gained such rapid popularity had it been launched prior to the conflict or had it not received promotional coverage via a variety of major news networks.

A similar promotional campaign recently netted over 1 million image views on the IMCOM-K *Flickr* channel (Figure 36) and clearly demonstrates the value of promoting new media content via traditional media outlets in a deliberate, timely and relevant fashion.

In the case of its *Flickr* success, IMCOM-K published a collection of

wartime images and videos to its *Flickr* and *YouTube* channels to commemorate the coming 60th anniversary of the Korean War. To promote this content, IMCOM-K PAO also created and published a 1/4 page advertisement in its command information newspaper (Figure 28).

As a result of this print advertisement, a reporter from Stars and Stripes wrote a story about the collection. The following day, Korean national news media picked up the story and re-printed it in several national newspapers, as well as on Korean national television.

Within 48 hours of the Korean national news reports, total image views on the IMCOM-K *Flickr* module shot up from 100,000 to 650,000. Within 7 days of the report, the *Flickr* module recorded over 1 million image views and IMCOM-K saw a related jump in traffic across all Media Center modules, as well as its official website.

With this in mind, IMCOM-K intends to build on the success of existing Media Center modules over the coming 12 months by creating niche components for each module and more aggressively promoting these components to targeted audiences via traditional media outlets like Stars and Stripes, AFN-K and the Morning Calm command information newspaper.

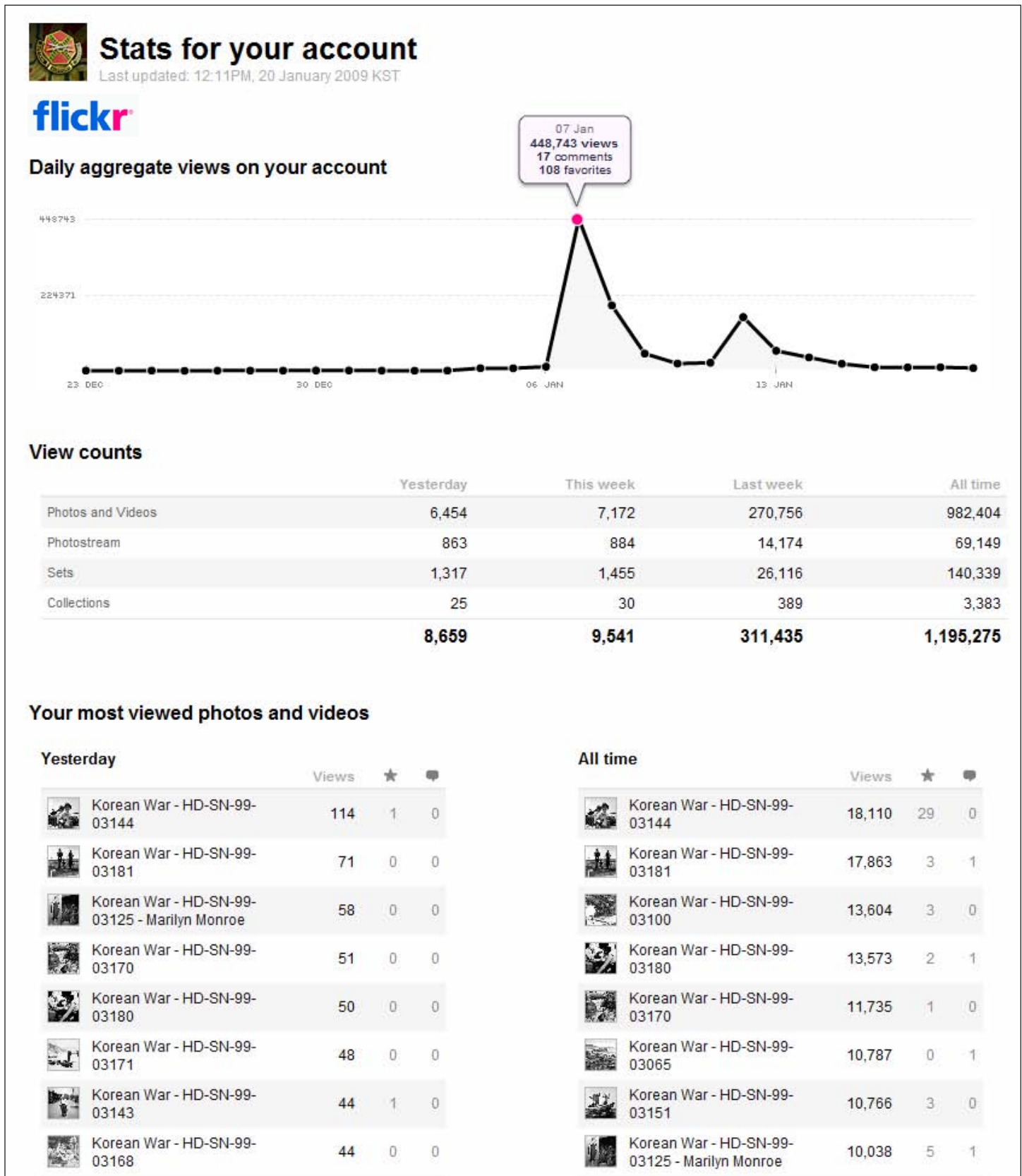


FIGURE 36: Within 48 hours of being reported on in Korean national news, total image views on the IMCOM-K Flickr module shot up from 100,000 to 650,000. Within 7 days of the report, the Command's Flickr module recorded over 1 million image views and saw a related jump in traffic across all Media Center modules, as well as Command's official website.